



SENIOR MANAGER: STRATEGIC COMMUNICATIONS

Ref: CEO 004/02/2017

(5-Years Fixed Term Contract)

THE EMPLOYER

The **Cross-Border Road Transport Agency** is a statutory authority, established in terms of Section 4 of the Cross-Border Road Transport Act, Act No. 4 of 1998, as amended, to regulate cross-border road transport.

The position will be based at the Agency' Head Office in Menlyn. The incumbent will report directly to the Executive: Office of the CEO.

Job Purpose

To strategically position the work of the C-BRTA by infusing the Agency's communication efforts with a strategic positioning agenda and a master plan. The incumbent will assume responsibility for building the Agency's reputation through trusted high quality information and provide communication services in order to enhance C-BRTA's reputation and credibility.

To promote and enhance the brand of the C-BRTA, ensuring that the work of the Agency is positioned correctly, thus enabling the Agency to advocate for the promotion of the free flow of goods and passengers across South African borders.

Qualifications

Post-graduate qualification in communications, public relations and/or brand positioning.

Demonstrated track record and experience in enhancing the strategic communications function and the brand positioning of an organisation.

Experience

- 8 years' experience in public relations, marketing, communications and advertising.
- 3 - 5 years Senior Management experience and experience in digital communication tools including social media

Competency Requirements

Communication Strategy development
Communication, Media and Public Relations principles
Communication policy and procedure development
Project Management
Stakeholder Management
Planning and Organising
Presentation and Facilitation skills

Key Performance Areas

The successful candidate will be expected to: -

- Oversee the planning, development and execution of organisational communication strategy including brand strategy;
- Facilitate the implementation of the strategic communication plans that support the strategic direction of the Agency;
- Provide strategic business intelligence through targeted communication and media research, to ensure that the Agency keeps abreast of latest industry developments to enhance the Agency's reputation and credibility;
- Establish and maintain strategic relations with industry sponsors, the media and strategic conferences and events in order to showcase the Agency;
- Oversee the planning, designing and implementation of strategic communications campaigns;
- Serve as the Agency's key media spokesperson; perform content and image research, develop media articles, responses and presentations for strategic events;
- Serve as editor in chief and provide strategic oversight on all communication channels, web, print, etc.;
- Position the Agency's key projects and people as thought leaders in the national and regional arena;
- Ensure that the communications unit's annual operating and performance plans support strategic direction of the Agency;
- Ensure that the unit's operational plan correlates with the approved operating budget and advance successful execution thereof;
- Oversee the preparation of the Annual report;
- Determine and identify the type of publicity that will best suit the needs of our organisation;
- Suggest initiatives that will keep the Agency on the cutting edge of communication with stakeholders;
- Play a key role in shaping how internal and external stakeholders perceive the Agency
- Create a publicity plan for our specific business and engineer debates that drive value for our operators;
- Oversee the Marketing, Advertising and Branding of the C-BRTA;
- Establish, monitor and maintain the C-BRTA internal and external communications channels.
- Create and establish platforms for engagement with stakeholders.
- Identify and manage social networking avenues and monitor blog posts;
- Manage direct reports.

BENEFITS: The employer offers an all-inclusive market related package.

CLOSING DATE: 24 February 2017

Candidates should forward their application to the: Human Resource Department by email to: recruitment4@cbrta.co.za and **kindly indicate the reference number.**

C-BRTA reserves the right not to appoint. Short-listed candidates will be subjected to a reference, security clearance and criminal records check.

Should you not hear from the C-BRTA 21 days after the closing date, consider your application to be unsuccessful.