



**SPECIALIST: COMMUNICATIONS AND MEDIA - C BAND**

**Annual Basic: R 484 683.12 – R 672 007.56 (Plus Benefits)**

**REFERENCE CODE: SPEC\_COMM\_MEDIA**

**Based at ERWAT Head Office (Hartebeestfontein Office Park)**

**Purpose of the Job:** To develop, implement and maintain communication and media strategies between ERWAT and identified internal/ external target groups, in order to build company culture, promote working together towards a common goal, promote positive brand image and to grow ERWAT customer base.

**Key Responsibilities:** • Communications and stakeholder engagement. • Promote brand awareness using digital media channels. • Design and production of newsletters, pamphlets, and other marketing material. • Create a Social Media presence for the organization. • Creating content for digital media platforms.

**Key Knowledge and Skills:** • Solid Knowledge of Design and Editing Programs • Knowledge of Design and Editing Programs • Content Writing • Media Liaison • Written Communication • Verbal Communication • Brand Management • Stakeholder Management

**Minimum Requirements:**

- Bachelor's Degree in Communications, Public Relations, Journalism or Marketing
- 5 years relevant experience as a communications/public relations/media/marketing specialist; **AND**
- 3 years experience in digital marketing on social media platforms

**Special Requirement:** • Driver's license • Own transport • Willing to work flexible hours • Ability to work without supervision and under pressure. • Computer literacy at an advance level

**Advantage:** • Excellent knowledge of the usage of all media channels to improve the company's presence, offer products to clients and customer engagement. • Excellent writing skills including creating and managing content. • Excellent interpersonal, communication, and public relations skills. • Photographic experience. • Graphic design skills in at least two of the following: Photoshop, Illustrator, Canva, Corel Draw, InDesign, and Final Cut Pro. • Experience of handling complex communications campaigns through multi-media channels. • Experience of producing a range of marketing materials.

*W. J. van der Merwe*  
17/11/2023

*S. J. van der Merwe*  
17/11/2023

