

JOB SPECIFICATION

Position Information	
Job Title	Specialist: Communications and Media
Job Grade	C4

Structural Information	
Division	Strategy, Monitoring and Evaluation
Section	Communications, Marketing and Stakeholder Management
Reports to	Manager: Communications, Marketing and Stakeholder Management

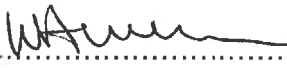
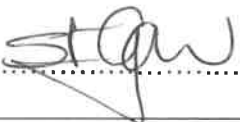
Hierarchical position of Job (Only Job Titles are used)	
Supervisor (Second Reporting Level)	Executive Manager: Strategy, Monitoring and Evaluation
Supervisor (First Reporting Level)	Manager: Communications, Marketing and Stakeholder Engagement
Incumbent	Specialist: Communications and Media

Minimum Professional Requirements	
Minimum qualifications required	Bachelor's degree in Communications, Public Relations, Journalism or Marketing
Minimum operational experience required	<p>Five years relevant experience as a communications/public relations/media/marketing specialist</p> <p>Three years' experience in digital marketing on social media platforms</p>
Managerial experience required	None
Advantage	<p>Excellent knowledge of the usage of all media channels to improve the company's presence, offer products to clients and customer engagement.</p> <p>Excellent writing skills including creating and managing content.</p> <p>Excellent interpersonal, communication, and public relations skills.</p> <p>Photographic experience.</p>

Description of Job	
Key Responsibilities / Deliverables	Functions include but are not limited to per Key Responsibility
Communications and stakeholder engagement	<ul style="list-style-type: none"> • Implement and monitor the short-, medium- and long-term communications, stakeholder and media policies, strategies and plans, to assist in the communication of ERWAT services, in line with organizational objectives. • Communicate relevant information to all departments to ensure that ERWAT employees are kept informed of strategic direction and performance of ERWAT. • Keep employees of ERWAT updated with current events in and around the company through various methods, e.g., utilize internal communication methods, such as notice boards, publications, e-mails, special news issues and social media. • As editor of an internal publication – write, edit, take photos, conduct interviews and compile newsletter, oversee layout, design and production of newsletter and distribute to staff. • Edit any other document that requires proofreading and editing. • Promote professional and effective internal communication within ERWAT through annual plant visits and using various communication platforms to address issues. • Seize opportunities to meaningfully advertise ERWAT in relevant magazines and co-ordinate placement, design execution.
Media	<ul style="list-style-type: none"> • Arrange press conferences and briefings. • Create appropriate content for dissemination via press releases, social media, websites, and other distribution channels. • Create and execute effective media campaigns. • Nurture long-term relationships with key media influencers, working closely with the Communications, Marketing and Stakeholder Engagement Manager to develop a strategy for integrated media campaigns. • Assisting digital and social media, public relations, and creative teams to select the appropriate media for their projects across different media platforms. • Scheduling placement of content on digital media platforms. • Improving the brand's awareness using digital media channels such as LinkedIn, YouTube, Instagram, Facebook, Twitter, TikTok etc. • Creating content for digital media platforms according to platform guidelines.

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Key Responsibilities / Deliverables	Functions include but are not limited to per Key Responsibility
	<ul style="list-style-type: none"> • Writing content for search engine optimization. • Ensuring brand consistency across all digital media channels. • Remaining informed about the latest digital media trends and design technology available. • Identify press opportunities through evolving issues. • Monitor online and offline campaigns, and report on results • Negotiate with media channels to close competitive deals. • Build and manage the organization's social media profile and presence. • Work with key internal role-players to brainstorm content ideas, in line with the company's strategy and in support of various brand initiatives. • Support and evaluate results of communication campaigns with the team. • Assist and support Corporate Social Responsibility (CSR) by assisting with campaigns, write and issue news releases, social media content and overall publicity to campaigns. • Write opinion pieces.
Branding	<ul style="list-style-type: none"> • Develop and arrange various branding pamphlets, posters, brochures, company profiles and audio-visual material to market and communicate the services of ERWAT. • Monitor the ERWAT website to ensure that the design remains current, the information contained is relevant and that it promotes the ERWAT brand. • Monitor and ensure correct usage of logo internally and externally and adherence to the corporate identity manual. • Analyze how the ERWAT brand is positioned in the market. • Co-ordinate the design, production and printing of ERWAT corporate stationery, e.g., letterheads. • Plan and procure all branding materials and identify opportunities for branding.
Stakeholder Management	<ul style="list-style-type: none"> • Contribute towards managing, developing, and sustaining effective working and public relations with stakeholders (DWS, COE, other water sectors companies, communities, the private sector). • Communicate and provide feedback to relevant stakeholders.

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	<ul style="list-style-type: none"> • Manning stands at all exhibitions and conferences. • Manage, develop and sustain effective working relations with stakeholders.
Events Management	<ul style="list-style-type: none"> • Conceptualise, plan and execute internal and external events and promotions. • Compile a planning calendar for annual events. • Adhere to financial regulations and corporate governance.
Financial Management and Supply Chain Management	<ul style="list-style-type: none"> • Adhere to budget regulations in compliance with the Municipal Finance Management Act (MFMA) and Treasury regulations. • Comply to Supply Chain Management processes and regulations.
Governance and risk management	<ul style="list-style-type: none"> • Prepare all departmental reports timely and accurately. • Identify risks regarding Communications, Marketing & Stakeholder Management, as well as participate in risk sessions focussing on ERWAT.

Approved by:	Manager: Communications, Marketing and Stakeholder Engagement Ms Wanda Annandale Signature:  Date 17/11/2023
	Executive Manager: Strategy, Monitoring and Evaluation Ms Shuntelle Gow Signature:  Date 17/11/2023
Accepted by:	Specialist: Communications and Media _____ Signature: Date

