

**FIXED TERM POSITION AVAILABLE
(Salary package: DPSA Level 09)**

The National Arts Council of South Africa is looking to attract dynamic, passionate, and innovative self-starters with a solid understanding of the Creative Industries Sector.

REQUIREMENTS (full job specification is available upon request)

Marketing and Communications Officer

The Marketing and Communications Officer is responsible, in particular, for the effective communication of the work and achievements of the NAC including that of the recipients of NAC funding, and the promotion of arts and culture in general. The Marketing and Communications Officer will coordinate the conceptualisation, planning, implementation and measurement of an effective internal and external communication strategy to increase the credibility and reputation of the NAC in support of the entity's mandate.

The NAC is looking for an experienced and innovative communications officer who is technologically savvy with a solid understanding of how technology, social and digital media can enhance organisational communication.

Knowledge of the arts and culture sector will be added as an advantage.

Additional role requirements are

- Coordinating the development and implementation of a Brand Communication Strategy, including a technology-driven social and digital media strategy, with monthly deliverables that build the credibility of the NAC
- Assist in managing, monitoring, and controlling external and internal communication initiatives and the distribution of important information through various channels, including but not limited to print, online, email, thought leadership articles, Newsletters, press releases, presentations, etc.
- Responsible for the supervision of the marketing and communication assistant and conducting preliminary reviews on all marketing material from the graphic designer before the Manager's final review and approval.
- Responsible for assisting the Marketing Manager with developing, writing, reviewing, and disseminating all marketing and promotional communications in various channels and mediums.

- Responsible for conceptualising events in line with other business units, e.g, Summits, Commemoration of important days and campaigns, Roundtable discussions, exhibitions etc.
- Coordinate multimedia content, and digital publications for the website; intranet, and social media accounts.
- Responsible for overseeing and managing, creating, and uploading content to all social media sites, including the website, YouTube, Twitter, and Facebook.
- Assist the Manager with preparing reports for various Council committees.

Minimum education requirement

- Degree in communications, media studies, marketing and/or Public Relations

Required experience

- three (3) – five (5) years’ experience in a communication, marketing or journalist role at with a minimum of two years at a mid-management level.
- Experience in project management with a proven track record of delivering on objectives

Knowledge areas

MS Office Suite	Essential
Project and budget management	Essential
Knowledge and understanding of the Arts sector	Desirable
Analytical thinking	Essential

Skills

Excellent media contacts and relationships	Essential
Planning, organising, and prioritising	Essential
Experience in strategy development and implementation	Essential
Graphics	Essential

A market-related package will be negotiated with the successful candidate(s). If you have not heard from the NAC by 26 July 2024, please note that your application has been unsuccessful. The NAC applies the Employment Equity Act in its recruitment process and strives for a staff complement that is representative of South Africa. The NAC reserves the right not to appoint.

A cover letter and a detailed CV including two contactable referees and certified copies of qualifications should be addressed to the Human Resources Office at P. O Box 500, Newtown, Johannesburg, 2113 or email: jobs@nac.org.za

Closing date: Tuesday 16 July 2024

FOR ENQUIRIES

Contact:

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