

**PUBLIC RELATIONS OFFICER: C3**  
**SALARY PER MONTH: R29 295.00 PLUS BENEFITS**  
**CORPORATE SUPPORT SERVICES**  
**ITHALA TRADE CENTRE**  
**REFERENCE NUMBER: LJ22065**

**A Public Relations Officer will manage communication between Ithala and its Stakeholders to enhance the brand and improve public understanding of the organisation, its activities and services.**

**The Public Relations Officer will:**

- Implement Public Relations strategy and plan.
- Research, prepare and write content for publications and corporate speeches.
- Ensure that the right publicity opportunities are utilised for the IDFC Brand.
- Generate publicity around IDFC initiatives, brands and events.
- Attend stakeholder events and provide post events reports.
- Identify opportunities for SBUs to promote products and services and make recommendations.
- Build positive brand association with employees, encourage them to be brand ambassadors.
- Ensure Ithala brand is advertised in the correct media, targeting appropriate target market.
- Ensure that media relations programmes exist, and queries are resolved within the agreed timeline.
- Draft, refine and issue press releases around corporate initiatives and events.
- Establish and maintain working relationships with EDTEA, entities and partners on joint activities, events and projects.
- Assist in the coordination of public relations programmes and exhibitions or government events.
- Manage IDFC's corporate image, ensuring that all brand materials comply with corporate identity manual.
- Manage the design and application of group corporate identity template.
- Manage the implementation of corporate identity template.
- Ensure that all digital/electronic communication projects the right image.
- Manage social media campaigns and maintain the IDFC's content on social media.
- Manage financial resources by determining and reviewing budget requirements and submit to senior management for approval.

**The following minimum requirements should be met in order to be considered:**

**Qualifications:**

- National Diploma in Public Relations or Journalism.
- B Degree in Public Relations or Journalism will be advantageous.

**Experience:**

- Minimum of 3 years' experience working as a Journalist or in a Public Relations/Communications role in a Government entity.

**Requisite Functional Competencies**

- Computer Literacy in MS Office packages.
- Knowledge and understanding of media environment and media relations techniques.
- Understanding of exhibitions technology and methodology.
- Presentation skills.
- Project Management Skills.
- Working knowledge of Ithala Group, its role, products and services.
- Technical compliance (Linguistic in IsiZulu).
- Code 08 Driver's license.

**All Short-listed applicants will be subjected to assessments, references and credit checks.**

**ITHALA EMBRACES THE PRINCIPLES OF THE EMPLOYMENT EQUITY ACT  
PREFERENCE WILL BE GIVEN TO PEOPLE WITH DISABILITIES, WHITE FEMALE OR  
INDIAN MALE**

**CLOSING DATE: 04 NOVEMBER 2023**

**INTERESTED APPLICANTS MUST FORWARD A DETAILED CV; CERTIFIED COPIES OF QUALIFICATIONS AND ID DOCUMENT BY E-MAIL TO [HR\\_recruitment5@ithala.co.za](mailto:HR_recruitment5@ithala.co.za). KINDLY ALSO INCLUDE A MOTIVATION OF HOW YOU MEET EACH OF THE ENTRY REQUIREMENTS LISTED ABOVE AND QUOTE THE REFERENCE NUMBER FOR THE POSITION.**

PLEASE NOTE:

- LATE APPLICATIONS AND APPLICATIONS WITH NO REFERENCE NUMBER WILL NOT BE CONSIDERED.
- E-MAIL USERS ARE REQUESTED TO SET THE DELIVERY OPTION ON BOTH "RETURN RECEIPT" AND "CONFIRM DELIVERY".
- CORRESPONDENCE WILL BE LIMITED TO SHORT-LISTED CANDIDATES. ALL SHORT-LISTED APPLICANTS WILL BE SUBJECTED TO ASSESSMENTS, REFERENCE AND CREDIT CHECKS. IF YOU HAVE NOT BEEN CONTACTED WITHIN 3 MONTHS OF CLOSING DATE OF THE ADVERTISEMENT, PLEASE ACCEPT THAT YOUR APPLICATION HAS BEEN UNSUCCESSFUL.