



JOB PROFILE

POSITION: Public Relations & Communication Officer

REPORTS TO: National Manager: Fundraising and Marketing

JOB PURPOSE

The purpose of this role is to co-ordinate and administer the marketing, public relations and communications activities of the Fundraising and Marketing department.

JOB SPECIFICATION

- A dedicated committed and self-motivated person
- Must have Christian values
- Flexible regarding working hours
- Able to work under pressure, can meet demanding deadlines and has a strong attention to detail
- Able to work with limited supervision
- Come up with new innovative ideas and suggestions that can benefit the Fundraising and Marketing department
- Be an effective and a good team player
- Be assertive and confident
- Strong computer and administrative skills
- Good command of English, especially written; Afrikaans is a bonus
- Must have public speaking experience

PUBLIC RELATIONS (BROADER PUBLIC AND MEDIA) RESPONSIBILITIES:

- Administrate and co-ordinate the scheduled MES events and campaigns.
- Co-ordinate all media activities for MES events and campaigns.
- Content development and coordination of all MES newsletters and manage distribution to all stakeholders.

- Coordinate the MES website and Social Media activities and ensure content update and editing to speak to targeted audiences.
- Coordinate implementation of the MES media strategy and communication plan for the national organisation and special events.
- Develop, update the MES promotional and branding pack and coordinate implementation and distribution across branches - this pack includes promotional and branding materials developed in liaison with the national guidelines.
- Compile press releases on an ongoing basis.
- Assist with site visits on an ongoing basis.

PUBLIC RELATIONS (INTERNAL AND LOCAL COMMUNITY):

- Liaise with Support Services regarding the outreaches, corporate service days and open days at MES Johannesburg.
- Ensure branding policy is complied with in all MES buildings and the MES Model is demonstrated in all buildings according to MES policies and procedures.
- Manage and develop content for communications products including MES' brochures, leaflets, and posters.
- Develop a strategy to manage and file photographs and video material to be utilised in all PR strategies.

CORPORATE AND OPERATIONAL WORK ETHOS RESPONSIBILTIES:

- Conduct business according to the agreed MES policies and procedures.
- Submit monthly report on all activities conducted.
- Attend the monthly Fundraising and Marketing meetings and other meetings scheduled to ensure the smooth running of the department.
- Ensure that accurate back-ups are done on all Marketing, PR and Communications activities.
- Develop and update relevant SOPS linked to job profile.

REQUIREMENTS

- Recognised qualification in PR and Marketing
- Confident Public Speaker
- Good interpersonal skills
- Valid experience in working with public and the media
- Valid Driver's License
- Must have knowledge and experience of working with MS Office Suite
- Knowledge of design programmes such as Coral Draw and/or InDesign a benefit to design and create web, social media and media content
- Successful track record of initiating, planning and strategically implementing comprehensive communication plans on different platforms internally and externally to the company
- Can demonstrate experience in researching and evaluating information, preparing concise, well-organised reports, summaries, correspondence, policy documents and personalised letters

- Strong interpersonal skills. Can work comfortably with a variety of individuals at all levels inside and outside of the organisation
- Must be self-motivated, detail orientated and able to work to deadlines
- Expert negotiation skills and ability to develop and implement persuasive ideas and techniques for prospective donors
- South African work visa will be required of non-national applicants
- Monitor and analyse current PR events, public opinions and press and identifies trends and issues that affect MES as a whole
- Keep track of all publications outlining MES activities

APPLICATIONS: portia@mes.org.za

CLOSING DATE: 10th September 2024