



## KWAZULU-NATAL PROVINCE

ECONOMIC DEVELOPMENT, TOURISM  
AND ENVIRONMENTAL AFFAIRS  
REPUBLIC OF SOUTH AFRICA

*Applications are invited from suitably qualified and experienced persons for filling the following position/s:*

<b>ASSISTANT DIRECTOR:</b>	<b>COMMUNICATIONS BRANDING AND ADVERTISING</b>
<b>SALARY NOTCH:</b>	<b>R 376 596 PER ANNUM</b>
<b>SALARY LEVEL:</b>	<b>09</b>
<b>CENTRE:</b>	<b>HEAD OFFICE</b>
<b>REFERENCE NO :</b>	<b>AD-BRAN &amp; ADV 01/JULY 2021</b>

**REQUIREMENTS:** •An appropriate Bachelors' Degree / National Diploma in Media Studies, Communications/Journalism/Public Relations as recognized NQF6/7 as recognised by SAQA. •A minimum of three (3) years administrative experience in Communications / Journalism / Public Relations. •A valid driver's licence.

**Competences needed:** Advance Knowledge of Communications legislative frameworks such as Electronic and Communication Act, Broadcasting Act, Independent Communication Authority of South Africa Act, functioning of National, Provincial and Local Government, structure and functioning of the Department, Media and Marketing industry, cross cultural knowledge, client relations, Public Outreach. •Demonstrable understanding of media technology, creative and graphic design and broadcast technology. Knowledge of effective communication between the public sector and media working knowledge of electronic media such as computers, photography and video. Knowledge of formulation, interpretation and application of government policies aimed at effective delivery. Knowledge and understanding of the regulatory framework for the Public Service e.g. Public Service Act, PFMA, National and Provincial Treasury Regulations, Public Service Regulations, Labour Relations Act, Constitution of South Africa, Promotion of Access to Information Act, Promotion of Administrative Justice Act, Occupational Health and Safety Act, Basic Conditions of Employment Act, Skills Development Act, Service Delivery Frameworks (Bato Pele Principles), Community Development Act, policies and strategies. Ability to communicate at all levels with relevant stakeholders (effective flow of information across the board) including: National and Provincial Government Departments, Public Entities, Senior Management, Private Sector Organizations, Media, International Organizations, and General Public.

**Candidate should demonstrate excellent skills in:** Communication and presentation skills, Research Skills, Language Skills, Communication Skills, Analytical thinking, Communication and media, Presentation Skills, Computer Skills, Analytical Skills, Organisational skills, Report Writing Skills, Problem solving skills, Time Management, Project management skills, management Skills Design and evaluation of adverts and advertorials for both print and electronic media, Experience in copywriting and editing . Strong emphasis on research skills; digital technology skills and social media knowledge should be articulated on the job description.

**Key Performance Areas:**

- Develop effective corporate communication strategies
- Ensure the provisioning of integrated communication support services
- Manage internal communication (internal magazine, newsletters, memos)
- Draft content for media and website (press releases, memos, speeches)
- Research government/department and industry related topics for content
- generate ideas for new content, proofread articles before publication
- liaise with media, handle media requests for interviews, issue statement for mass media
- Facilitate the development of branding and advertising-oriented material
- Facilitate the implementation of integrated communication policies and strategies
- Manage the resources of the division.


**ENQUIRIES:**

**MISS ZAMAFUZE NGCOBO**

**TEL NO:**

**033 328 8035**

### **NOTES TO CANDIDATES**

1. The Department of Economic Development, Tourism and Environmental Affairs is an equal opportunity and affirmative action employer. Applications from candidates whose appointment will bolster the Employment Equity profile of the Department will serve as an added advantage and will be considered favorably; hence candidates from designated groups as defined in the Employment Equity Act are encouraged to apply. 
2. Location: **PIETERMARITZBURG** (Not unless otherwise specified for the post)
3. All information submitted will be treated as confidential. The Department reserves the right to withhold the filling of the abovementioned posts at any time prior to an appointment being made.
4. All applications must be submitted on the prescribed Application for Employment form (Z83) obtainable from any Public Service Department which must be originally signed and dated. **A new Z83 application form for applying for employment became effective from the 1st of January 2021. The new Z83 application form can be downloaded at [www.dpsa.gov.za/vacancies](http://www.dpsa.gov.za/vacancies)** The application form must be accompanied by certified copies of qualifications (not copies of previously certified copies), Identity Document, and a comprehensive CV. Should an applicant be in possession of a foreign qualification it must be accompanied by an evaluation certificate from the South African Qualification Authority (SAQA).

5. **The appointment is subject to positive outcome obtained from the State Security Agency to the following checks (security clearance, qualification, citizenship and previous employment verifications). The Department will conduct a reference checks with the HR of the current and or /previous employer(s) apart from referees listed.**
6. Misrepresentation in the application documents will result in automatic disqualification and disciplinary action in the event the candidate has already been appointed. The Department reserves the right not to make appointment(s) to the advertised post(s).
7. **Failure to submit all the requested documents will result in the application not being considered.**
8. Kindly note that Written Exercises/Tests may be used as a shortlisting criterion to some of the positions.

**09. CLOSING DATE FOR RECEIVING APPLICATIONS: 16 AUGUST 2021 AT 16H00**

10. Candidates are discouraged from sending their applications through registered mails as the Department will not take responsibility for non-collection of those applications.
11. Applicants requiring additional information regarding an advertised post must direct their enquiries to the person whose name appears under each post.
12. Due to the anticipation of the volume of applications we will receive in response to this advertisement, correspondence will be limited to short-listed candidates only. Should you not hear from us within three months of the closing date of this advertisement, please accept that your application was unsuccessful. Applicants are informed that applications, copies of qualification and CV's will not be returned.
13. **Please forward your application, quoting the relevant reference number and the name of the publication in which you saw this advertisement to: The Head of Department, Department of Economic Development, Tourism AND Environmental Affairs, Private Bag x9152, PIETERMARITZBURG, 3200 for the attention of Ms Thobile Hlophe. Applications may also be hand delivered to Ground Floor, 270 Jabu Ndlovu Street, Pietermaritzburg, 3201.**