



VACANCY: MARKETING, COMMUNICATIONS AND PR OFFICER

The Sabi Sand Wildtuin (SSW) is now recruiting for the position of **Marketing, Communications and PR Officer**. The SSW is South Africa's oldest and best-known private game reserve. The SSW is a very sought-after tourist destination with unsurpassed Big 5 game viewing and a variety of lodges. The reserve has pioneered a host of wildlife and conservation management practices. This is an exceptional opportunity for a professional who wants to be part of a dedicated team.

REPORTING TO: Business Services Head of Department

LOCATION: Casterbridge, White River

EMPLOYMENT TYPE: Fixed term (3-month contract) with the possibility of permanent placement

MAIN FUNCTION

Develop and deliver high-impact communication strategies across the entire spectrum of communication disciplines including digital media, public relations, brand management, marketing, internal communications, events and publications.

ROLE RESPONSIBILITIES

To manage all marketing, communication and PR activities for the group as well as to plan and direct programmes which will raise awareness of the conservation and community initiatives of the Sabi Sand Wildtuin group entities – SSW, Nature Conservation Trust (NCT) and Sabi Sand Pfunanani Trust (SSPT).

Strategic planning

- Develop and implement a strategic plan for communication and marketing for the group in order to align with the organisation's strategy
- Develop and implement internal communications strategy aimed at members, lodge operations and employees and ensure effective information distribution

Content Management

- Execute all communication activities and public relations
- Manage external and internal communication materials, including: gathering information, research, copywriting or review and edit, photo gathering and selection, proof-reading, obtaining approval and liaison with IT to upload material
- Brief and manage communications and PR related consultants, ensuring the most effective and creative communications
- Manage the production of relevant publications and related materials including:
 - the internal monthly report,
 - newsletters, website content,
 - annual reports and brochures,
 - communications/promotional material and videos
- Perform media liaison including interaction, writing and issuing of press releases
- Monitor press coverage and social media content

Communications, presentations and events

- Preparation of and delivery of presentations

- Engage key stakeholders on SSW group programmes, projects and initiatives
- Co-ordination of any filming or visits, photography or other showcase visits
- Facilitate positive relationships with stakeholders and partners
- Host stakeholder groups – members, funders etc.
- Manage key relationships – donors and funders
- Represent the organisation at relevant events and forums

Brand-building and management

- Maintain and oversee corporate identity manual and guidelines in order to create greater brand presence
- Oversee any branding materials and signage, ensure that branding is present as and when appropriate
- Create, implement and oversee brand-building and conservation awareness communication programmes that align stakeholders to the organisation objectives

Project Marketing and Partnerships

- Market and promote key social and conservation projects
- Leverage networks to gain support for projects
- Build collaborative relationships and information sharing platforms with partners

QUALIFICATIONS AND EXPERIENCE:

Minimum Qualifications for the position are:

- 3 - 5 Years' experience in a similar role
- Relevant degree or equivalent tertiary qualification
- Excellent communication and people skills
- Superior writing skills particularly for professional content material
- PC Literacy and proficient on MS Office and Word press
- Technology and social media expertise
- Working knowledge of production processes (graphic design, video production, printing etc.)

PERSONAL TRAITS:

- Highly organised and detail orientated
- Creative, innovative thinker who is digitally minded
- Must maintain confidentiality at all times
- Problem solving and able to use initiative

TO APPLY FOR THIS POSITION:

- Email your CV, Matric certificate, together with a copy of your ID, an application/motivational letter and a reference letter from a previous employer or education to hrofficer@sabisand.co.za;
- The application/motivation letter must be written by the applicant and should outline why they should be given the opportunity and what value they will add;
- The application letter should give details on community involvement, volunteer work and the character of the applicant;
- The application letter must be submitted with relevant contact details;
- No applications will be accepted without an application letter, matric certificate and reference letter;
- If you do not receive any feedback or communication by July 2019 please consider your application as unsuccessful.
- Please note if you have applied for this position before you do not need to apply again
- For any queries, contact Claudette Grundling; 073 285 8896

This job description is neither exhaustive nor exclusive and may be reviewed in the future depending upon operational requirements and staffing levels. Employment is at the sole discretion of the employer and the employer reserves the right not to make an appointment.