

POSITION NUMBER : 60067217
JOB TITLE AND LEVEL : **MANAGER COMMUNICATIONS AND MEDIA**
REPORTS TO : **SENIOR MANAGER COMMUNICATION MEDIA LIASON**
LOCATION : **HEAD OFFICE - PRETORIA**
POSITION STATUS : **PERMANENT**
POSITION GRADE : **D2**

Purpose of the Job

The main purpose of this role is to enhance Postbank's brand's reputation. Incumbent will be responsible for managing media relations and fostering transparent external and internal communication channels to engage and align our diverse workforce. The role reports directly into the Senior Manager: Communications and Media Liaison and serves as a member of a cross-functional team that includes the brand in totality, including product and brand marketing. We are looking for an organized person with 'a get it done attitude' that is able to work under pressure and meet timelines and work outside normal office hours.

Job Responsibilities

External communications

- Develop and implement comprehensive public relations plans to elevate the Postbank brand in totality internally and externally, the entity's reputation and promote its mission and achievements.
- Develop and implement comprehensive internal communications plans
- Build relationships with key media outlets, journalists, and industry influencers to secure positive media coverage and manage media inquiries.
- Build relationships with executives, and internal stakeholders, to serve as a business partner and owner of the delivery of the Postbank internally.
- Craft engaging press releases, thought leadership articles, and other content to effectively communicate company updates, product launches, partnerships, and industry insights.
- Monitor and analyze media coverage and industry trends, providing regular reports to leadership and suggesting adjustments to communication plans as needed.
- Act as the Postbank's internal and, on delegation, external spokesperson when necessary, ensuring consistent and accurate messaging in all internal and external communications.
- Develop emergency communication plans and protocols to effectively manage and mitigate potential reputation risks
- Owns the entirety of the employee communications value chain and performance including:
 - Developing and bringing to life the Employee e-Newsletter (sourcing news, aligning newsletter contents to strategy, aligning newsletter activities to the overall Postbank brand strategy.
 - Owns events targeting employees and external stakeholders in line with the brand strategy
 - Is a member of a cross marketing team and performs marketing functions for brand and products

Media Relations

- Build and maintain strong relationships with media contacts, journalists, and industry analysts to effectively pitch stories and secure media coverage.
- Develop key communication collateral for both internal and external stakeholders (briefing documents, corporate portfolios, spokesperson bios, articles, speeches, scripts, press releases, social media and blog content)
- Prepare company executives for media interactions, providing media training, talking points, and guidance on addressing potential questions or challenges.
- Serve as the point of contact for media inquiries during emergency situations, providing accurate and timely responses to protect the Postbank's image.

Internal communication

- Develop and execute internal communication plans that foster employee engagement, alignment, and a sense of belonging across the business in line with the entity's brand strategy.
- Owns the end-to-end internal communications activities and platforms, internal branding, including the Communique, newsletters, events
- Prepare and distribute internal memos, templates, and announcements to keep employees informed about company news, updates, and initiatives.

- Collaborate with cross-functional teams to gather and share information about product developments, industry trends, and corporate updates.
- Manage internal communication platforms, ensuring content is relevant, timely, and aligned with the Postbank's values and goals and overall brand strategy.
- Plan and coordinate employee engagement events, town hall sessions, and webinars to facilitate transparent communication and encourage feedback.
- Be the face of the company for any internal brand and communications activities and key industry and media events.

Qualifications, Knowledge and Experience

Qualifications:

- Bachelor's Degree together with a Post Qualification in Communications, Public Relation, Journalism, Marketing, or related field

Experience:

- 5 Years' + Proven experience in public relations, media relations, and internal communications, preferably within the banking or financial services industry, or relevant industry and/or experienced in an agency.
- 5 years' Experience in emergency communication and managing sensitive issues with a strategic mindset.
- Experience with high level engagements with executives and senior managers
- Proven exceptional writing skills.

Knowledge:

- Proficiency in using various communication tools, platforms, and software.
- Knowledge and ability to use latest creative design tools (e.g. CorelDraw, Canva, or similar)
- Knowledge of Marketing and communications media processes.
- Knowledge of Communications Principles
- Knowledge of copywriting
- Project Management Skills
- Written and Verbal Communication Skills
- Valid Code B Driving Licence

Skills and attributes

- Organised personality, Results and Goal Oriented, Problem Solving, Systematic Approach, Effective Communication, Service Orientation, Embracing Change, Innovative thinking, Organisational Awareness, Team Working, Establish Rapport, Ability to develop, implement and measure internal communication plan, Ability to identify the need of, and to create, implement and measure internal communication campaigns, Write effective and compelling internal communication cop, Computer proficiency in Microsoft Office, Strong Project Management skills (project initiation, implementation, monitoring and evaluation skills), Strong Communication skills (verbal, writing, presentation, listening and report writing), Strong interpersonal skills, Management skills (planning, organising, co-ordination and control), Leadership, Ensure wise deployment of company financial resources, Judgement and problem solving skills, Sound decision making, Negotiation / persuasive skills, Budgeting, Research and analysis.
- Service excellence orientation, Driven by the opportunity to work with the Business Units in order to improve Postbank's image to its employees, Proactive approach to dealing with business and communication challenges, Creative approach to problem solving, Attention to detail, Deadline driven, Influencing, Industrious, Motivated and positive minded, Ability to operate independently, Ability to perform under pressure, Focus on achieving objectives.

How to Apply

If you wish to apply and meet the requirements, please forward your Curriculum Vitae (CV) to recruitmentOM@postbank.co.za

Internal applicants only, please forward your Curriculum Vitae to internalrecruitmentom@PostBank.co.za

Please indicate in the subject line the position you are applying for. To view the full position specification, log on to www.postbank.co.za and click on Careers.

Closing Date

08 March 2024

Disclaimers

The South African Postbank SOC Limited is committed to the achievement and maintenance of diversity and equity in employment, especially with regard to race, gender and disability. In compliance with the banks employment equity plans, first preference will be given to candidates from designated groups. Correspondence will be limited to short listed candidates only.

Note, only applications received on this platform will be considered. "POPIA sections provides that everyone has the right to privacy and it includes a right to protection against the unlawful collection, retention, dissemination and use of personal information. By applying for employment you consent to the processing of your personal information with Postbank. Your personal information and any attached text or documentation are retained by Postbank for a period in accordance with relevant data legislation."

If you do not hear from the South African Postbank SOC Limited or its Agent within 3 months of this advertisement, please accept that your application has been unsuccessful. The South African Postbank SOC Limited reserves the right not to fill the positions or to re-advertise the positions at any time.

