



EASTERN CAPE  
DEVELOPMENT  
CORPORATION

# VACANCIES

Position	Description
<b>Regional Manager Mthatha - Permanent</b> Grade 17: R 607 141 - R 742 061 (Total Cost to Company)	This position is responsible for the management of the ECDC regional office, resources and staff so as to manage the Development Finance portfolio, manage and develop Properties and Business Support units within the region by liaising with all departments in ECDC, stakeholders and clients.
<b>Senior Manager: Communication, Marketing &amp; Stakeholder Relations - Permanent</b> Grade 17: R 607 141 - R 742 061 (Total Cost to Company)	Reporting to the Executive Manager in the Office of the Chief Executive Officer; heading a team of five (5) employees, the incumbent will have management responsibility to oversee the implementation of entire Communication, Public Relations, Marketing and Stakeholder Relations function aligned to the ECDC strategy.

For more information, visit our website: [www.ecdc.co.za](http://www.ecdc.co.za)

In making these appointments, ECDC reserves the right to apply the principles enshrined in the Employment Equity Act, its policies and plans.

**Please send your detailed CV to:**

Talent Management Consultant

Tel: 043 704 5783

Fax: 086 682 9817

Email: [humanresources@ecdc.co.za](mailto:humanresources@ecdc.co.za)

Closing Date: **10 January 2019**

**DATE ADVERTISED: 19 DECEMBER 2018**



## **VACANCY**

### **SENIOR MANAGER: COMMUNICATION, MARKETING & STAKEHOLDER RELATIONS GRADE 17: R607 141 - R742 061 (Total Cost to Company)**

**Reporting to the Executive Manager in the Office of the Chief Executive Office**, heading a team of five (5) employees, the incumbent will have management responsibility to oversee the implementation of entire Communication, Public Relations, Marketing and Stakeholder Relations function aligned to the ECDC strategy.

### **KEY DUTIES AND RESPONSIBILITIES**

Key Performance Areas will encompass:

- Formulate communications, marketing and stakeholder relations strategies, plans and budgets, management of the Department, Consultant through contract management: Corporate Communications and Marketing; Graphic Designer; Administrator; and two Receptionist and Switchboard Operators.
- Formulate the appropriate corporate positioning of the ECDC as the supplier of choice for its products and services in the Eastern Cape Province.
- Formulate the broad based marketing strategy, appropriate marketing policies, communication policies, systems and procedures for ECDC.
- Provide ECDC with strategic direction on marketing issues, and manage advertising agency.
- Deliver marketing functions such as, advertising, brand-building, distribution channel promotion, market research, product positioning and enhancement, promotions and promotional material, strategic product pricing inputs.
- Consolidate ECDC's Corporate identity, and use it to meet the objectives of the Corporate Strategy translated into a Marketing Strategy and related Marketing programmes to continuously improve positions in relation to other service providers.
- Develop and manage relevant communication strategies for projects, initiatives and campaigns, as well as, develop and manage a Corporate Calendar.
- Communicate Unit operational plans and strategy to ECDC staff and shareholder department.
- Enhance relationships with key stakeholders through the effective handling of the media, and other relevant communication channels.
- Create, implement and measure success of comprehensive communications interventions, public relations programmes that will enhance the image and position ECDC in the market and the general public.
- Ensure strong and preferential media relations are built and maintained.
- Provide advice to Board, Executive Management and business units on effective internal and external communication structures and processes.
- Plan, formulate, evaluate, recommend and implement programmes, systems and procedures for Corporate Communications.
- Formulate, plan and execute appropriate strategic stakeholder engagement initiatives.
- Formulate Stakeholder Matrix for the ECDC, map and identify issues with relevant stakeholders, track and monitor progress on issues management.

- Formulate appropriate stakeholder engagement policies, systems and procedures.
- Design implementation and control of processes to deliver the required stakeholder interactions and value propositions.
- Identify and collaborate with key stakeholders locally, provincially, and nationally.
- Forge strategic alliances with potential partners and key stakeholders in the sector to leverage resources, negotiate, engage and maintain cooperation arrangements.
- Formulate the required stakeholder messages and presentations about ECDC for the delivery by the CEO/ relevant Executive Managers.
- Delivery of the professional stakeholder relations functions.
- Monitor media publications for relevant reports concerning the entity or its stakeholders.
- Create, implement and measure success of comprehensive stakeholder relations interventions and public relations programmes that are aimed at enhancing the image of ECDC and its stakeholders.
- Manage risk in respect of stakeholder activities and functions
- Ensure that the business unit is adequately resourced with capable personnel, communicate and allocate departmental objectives and targets to staff.
- Identify relevant training interventions and ensure that staff is adequately trained and re-trained in relevant functions to be skilled enough to handle protocol, deal with all enquiries and requests professionally.
- Create a culture of high performing team-oriented workforce through ECDC Performance Management System to ensure service excellence.
- Ensure that the unit job profiles are in place for all staff, as well as annual performance contracts with clear targets to be achieved.
- Manage performance contracting for all staff, monitor and evaluate quarterly performance reviews for staff.
- Manage poor performance, grievances and disciplinary proceedings within the work environment, including absenteeism.
- Build and maintain efficient administration systems, processes and controls for the department.
- Effective management of suppliers and service providers' signed contracts against the expected deliverables within timeframes.
- Evaluation and monitoring of the effectiveness, efficiency and cost-benefit of the various unit interventions.
- Manage and control departmental expenditure within agreed budgets e.g. advertising agency fees.
- Actively participate in the annual report results compilation and other stakeholder engagement platforms.
- Prepare and report performance against targets, explain the variances / corrective measures to ensure qualitative reports.
- Report on the highlights and challenges faced by the Unit on annual performance.

## **REQUIREMENTS**

- The ideal candidate will hold a post-graduate degree in Marketing, Communications and Public Relations.
- Minimum five (5) years relevant experience with at least three (3) years in a management role.

A permanent performance-based contract of employment is offered, with market-related guaranteed remuneration package, and significant performance-linked incentives. If you have not been contacted within 4 weeks after the date of the advertisement, please regard your application as unsuccessful.

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