

Communication Specialist: Public Relations and Marketing



Ref: GEMS0099

The position of **Communication Specialist: Public Relations and Marketing** is vacant at the Government Employees Medical Scheme. The Communication Specialist: Public Relations and Marketing will report directly to the **Senior Manager: Communication and Member Affairs** and form part of the Communication and Member Affairs Division. This position is based in Pretoria.

The total remuneration package for this position is R540 851 - R676 063 CTC per annum.

The **Communication Specialist: Public Relations and Marketing** will provide support to the **Senior Manager: Communication and Member Affairs** through the implementation of the following **Key Performance Areas** (KPA's):

- Perform supervisory and administrative work in planning, organising and directing the operations of brand, member and stakeholder communication and retention for GEMS as determined by the larger organisational strategic planning process;
- Enhance the GEMS corporate image through effective execution of media strategies and stakeholder engagement;
- Perform analytical, conceptual and practical tasks to provide services in planning, organising, and executing a comprehensive public relations (PR) programme;
- Build relationships with media and handle press/media enquiries;
- Maintain and design media campaigns;
- Develop educational material, and promotional brochures, collateral and literature;
- Research, write, edit, and arrange for the distribution of news releases, publications and special articles;
- Prepare and edit scripts and speeches for presentation by GEMS Executive and Board of Trustees representatives;
- Plan, arrange, display and exhibit materials to promote public relations or inform the general public, potential members and members of the Scheme and its stakeholders;
- Coordinate and supervise the performance of various agencies, vendors and service providers;
- Perform risk mitigation and cost reduction.

Qualification requirements are:

- A three-year National Diploma in Marketing, PR or Communications at an NQF level 6;
- A degree will be an added advantage;
- At least five years working experience in marketing, branding and public relation, Experience of the full marketing mix of which, three years is at a managerial level;
- Experience of events management and digital marketing will be an added advantage;
- Excellent projects management skills;
- High level of commercial awareness;
- Have an understanding of the medical schemes industry;
- Well rounded marketing skills and understanding of, or a background in, working with professional services;
- Successful candidate will demonstrate understanding of operational transformation in practice;
- Ability to construct marketing strategy and programmes to budget and timeline, and institute practical measures of results;
- Analytical lateral thinker with good professional judgement, detail-orientation and a strong finisher;
- Strong writing, presentation and communication skills, solid understanding of database and events management, and PR/communications;
- Self-motivated team player able to multitask, and travel. Must have a valid driver's licence and own vehicle;
- Demonstrate an advanced understanding of, and ability to use, a range of current technology and software (show a high degree of proficiency in the MS Office Suite), and be able to implement best practice.
- Must be willing to travel at short notice.

Should you be interested, please apply for the position by emailing your CV to adresponse@ntirho.co.za

The closing date for applications is 16 October 2016. Should you not hear from us by 30 November 2016, please consider your application unsuccessful.

GEMS employs people with the highest level of integrity. An appropriate pre-employment assessment is obligatory to be considered for the position.