

VACANCY | IRM Engagement and Communications Manager

CLOSING DATE | 31 January 2024

ROLE	IRM Engagement and Communications Manager – Economic Inclusion IRM Hub
MAIN PURPOSE OF ROLE	<p>The promotion and marketing of the Installation, Repair and Maintenance (IRM) Initiative, including taking responsibility for specific communications campaigns and projects. The incumbent will also be responsible for managing overall engagements with the initiative’s core partners (Government, Academic and Research Institutions including TVET Colleges, Private Sector, Industry Associations, Funders and Other Social Enterprises) and clients (Unemployed Youth, IRM Entrepreneurs, IRM Enterprises and IRM Enterprise Owners).</p> <p>Responsibilities:</p> <ul style="list-style-type: none"> Plan, organise and manage communications campaigns, promotional events, and projects from conception through to completion, in line with agreed requirements and corporate brand guidelines and in conjunction with the NBI’s communications team. Develop and implement a Communications and Engagement Strategy for the IRM initiative, ensuring alignment with overall communications and engagement guidelines of the National Business Initiative (NBI) and the Presidential Youth Employment Intervention (PYEI). Develop content and promotional material to market the IRM initiative and ensure that it is distributed effectively to targeted audiences, including those hard to reach or marginalised. This will include the production of an Annual Report and quarterly newsletters. Utilise appropriate and available communications channels, including social media, newsletters, mailers, and website to ensure key messages reach target audiences at agreed intervals, and in conjunction with the NBI communication’s team to ensure alignment with the NBI’s guidelines. (This may include establishing new channels as required). Maintain records of images used in communications and work with the NBI communication’s team to ensure these are used in accordance with the NBI’s guidelines as well as image copyright. Build and maintain positive relationships with IRM clients and partners and provide support in managing critical stakeholders. Give presentations and talks to key stakeholders about the IRM initiative. Attend events organised by clients and/ or partners to raise awareness of, and promote, the IRM initiative. Manage and/ or host IRM events in conjunction with the NBI event’s team. Produce internal communications and briefings to deliver key messages and updates on the IRM initiative.

At the NBI we believe in collective action and collaboration to effect change; building a South African society and economy that is inclusive, resilient, sustainable, and based on trust.

We are an independent, business movement of around 100 of South Africa’s largest companies and institutions committed to the vision of a thriving country and society.

The NBI works with our members and partners to enhance their capacity for change, leverage the power of our collective, build trust in the role of business in society, enable action by business and stakeholders to transform society and create investment opportunities.

Through thought leadership, capacity building and collective action we aim to achieve three strategic outcomes:

- Working to ensure South Africa’s economy is inclusive, equitable, competitive, and sustainable.
- Building institutional capacity to support social and economic transformation; and
- Endeavouring to ensure that South Africa is a society characterised by a high degree of trust.

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	<ul style="list-style-type: none"> • Work with the NBI’s communication’s team to ensure that the NBI and the IRM initiative’s corporate style is used consistently when producing marketing material. • Ensure that the content on the website is accurate and up to date by regularly reviewing webpages and to work as the Communications and Content Officer for the initiative. • Co-ordinate and maintain information displayed on partner websites and other notice boards in relation to the IRM initiative. • Keep accurate records, produce reports, and provide statistical data for analysis and performance management purposes. • Design and manage the implementation of an awards programme. • Support the development and implementation of fund-raising campaigns. • Support the development and implementation of communications and engagement strategies and plans for the NBI in conjunction with the NBI’s communication’s team. • Provide strategic, expert, specialist, creative and innovative advice to programme team members on their communication and engagement requirements, providing advice to ensure outputs conform to best practice, legislative requirements (where necessary), corporate identity and all other relevant guidelines. • Respond to media enquiries, establishing whether and how the partnership should respond, identifying appropriate spokespeople, arranging interviews, briefings, and accompanying spokespeople, as necessary. • Research and write engaging and high-quality news releases, statements, and briefings, using judgement to develop strategies for complex, contentious or sensitive issues. • Provide support in developing and implementing marketing and communications strategies for the IRM hubs.
REPORTS TO	Head of Unit: Economic Inclusion, Senior Programme Manager: Economic Inclusion. The successful candidate will also have a dotted reporting line to Communications Manager: Membership and Communications
KEY PERFORMANCE AREAS	<ol style="list-style-type: none"> 1. Strategic communications management (Including campaign management) 2. The promotion and marketing of the Installation, Repair and Maintenance (IRM) Initiative, including taking responsibility for specific communications campaigns and projects. 3. Public relations management 4. Managing overall engagements with the initiative’s core partners (Government, Academic and Research Institutions including TVET Colleges, Private Sector, Industry Associations, Funders and Other Social Enterprises) and clients (Unemployed Youth, IRM Entrepreneurs, IRM Enterprises and IRM Enterprise Owners).
MINIMUM EDUCATION	<ul style="list-style-type: none"> • Minimum 5 years relevant experience. • Communications and engagement management experience within a complex organisation.

<p>AND EXPERIENCE</p>	<ul style="list-style-type: none"> • Developing and delivering evidence-based communication and engagement strategies. • Ability to give advice at a range of organisational levels. • Tailoring communications messages to key audiences, including the media, hostile and antagonistic audiences. • Experience of accurately mapping stakeholders, understanding their influence and interest to ensure targeted communications and engagement. • Designing, organising, and managing high profile events for staff and the public. • Experience of creating opportunities and working collaboratively with internal and external partners. • Experience of working in complex projects situations. • Experience in organising and managing events. <p>Added advantage:</p> <ul style="list-style-type: none"> • Previous experience supporting unemployed youth, entrepreneurs or small businesses will be a bonus. • Knowledge or prior work experience in the socio-economic or sustainable development fields.
<p>REQUIRED COMPETENCIES</p>	<ul style="list-style-type: none"> • Communications or Marketing Degree from a recognised institution or a relevant qualification as determined by the job requirements. • Knowledge of specialist areas, acquired through experience, or training e.g., communications management, stakeholder management, project management. <p>Added advantage:</p> <ul style="list-style-type: none"> • Relevant postgraduate qualification • Evidence of ongoing professional development. • Membership of relevant professional body.
<p>INTERPERSONAL SKILLS</p>	<ul style="list-style-type: none"> • Self-starter. • Excellent communication skills. • Experience of creating and giving presentations to a varied group of internal and external stakeholders. • Ability to deliver to agreed deadlines. • Ability to work under pressure. • Experience in the effective use of a range of social media channels. • Judgement and analytical skills. • Decision making skills. • Significant influencing and persuasion skills. • Highly developed interpersonal skills. • Managing and influencing strongly opposing views. • Excellent organizational skills. • Ability to work independently, or as part of a team. • Skilled at providing clear and concise high-level briefings. • Ability to manage events.

Please note:

Interested persons should please forward their detailed CVs to Human Resources via e-mail

SibongileN@nbi.org.za

Please consider your application unsuccessful if we have not contacted you by 16 February 2024

	<ul style="list-style-type: none"> • Competent use of Microsoft Office programmes. • Competent use of virtual engagement platforms. • Excellent awareness and knowledge of the economic and political environment, locally and nationally. • Knowledge of industry good practice, relevant usability and accessibility issues for on and off-line communications, current relevant legislation, and ability to adapt to any changes in legislation.
PACKAGE	<ul style="list-style-type: none"> • This is a 2-year contract position, with a 3-month probation period and remuneration will be negotiable at TCTC R500 000 – R600 000 pa. in accordance with the level and experience of the successful candidate.