National Business Initiative

VACANCY | SENIOR COMMUNICATIONS MANAGER

CLOSING DATE | 20 November 2026

ROLE	Senior Communications Manager – Membership & Communications
MAIN PURPOSE OF ROLE	The National Business Initiative (NBI) is a voluntary coalition of South African and multinational companies, working towards sustainable growth and development in South Africa and the shaping of a sustainable future through responsible business action, thereby demonstrating business action for sustainable growth. The NBI's identity is embedded in our membership. Our work is made possible through our membership community whose contributions allow substance to be given to the role of business in shaping a sustainable future. This is achieved through member companies' support for the NBI and active involvement within our work. **JOB PURPOSE:** The Senior Communications Manager is a strategic leadership role within the Membership and Communications Unit, reporting to the Head of Membership and Communications, an Exco member. The role contributes to development of, and leads the implementation of, an integrated communications and marketing strategy translating the NBI's strategic priorities and agreed organisational positioning into impactful, strategic and tactical communications that strengthen the NBI's brand, visibility, reputation and influence while providing leadership to the Communications team. The Senior Communications Manager provides strategic communications advice to the Head of Membership and Communications and works closely with NBI leadership, programme teams and other internal and external stakeholders to ensure that communications are aligned, consistent and effective. The role leads and manages the Communications function and provides direction, supervision and support to the communications team responsible for delivery and execution. The role leads the NBI's external communications and contributes to the achievement of the NBI's strategic objectives by using exceptional communications to mobilise and engage key NBI stakeholders, primarily the private sector, in advancing economic transition and competitiveness, environmental resilience and social transformation in South Africa. **RESPONSIBILITIES:** **1. Strategic Communications and Marketing:** • Contribute to the development of the NBI's integrated marketing and communications strategy and lead its implementation in alignment with the NBI's strategic priorities, agreed positioning and organisational objectives.

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

We are an independent business movement of 90 of South Africa's largest companies and institutions committed to the vision of a thriving country and society.

We work with our members and partners to enhance their capacity for change, leverage the power of the collective, enable action by business and create investment opportunities.

www.nbi.org.za

	• Translate NBI strategy, priorities, programmes and policy positions into clear, compelling and impactful communications for diverse stakeholder audiences. • Develop and implement integrated communications campaigns and plans that strengthen the NBI's profile, reputation, influence and visibility. • Provide strategic communications advice to the Head of Membership and Communications, NBI leadership and programme teams. • Monitor communications, media and stakeholder trends and use insights and analytics to strengthen communications effectiveness and inform future activity. • Ensure consistency, quality and alignment of communications across the NBI. **2. Content Development and Thought Leadership:** • Lead and manage, and where relevant, contribute to the development, writing, editing and production of high-quality communications and content across a range of platforms and audiences. • Manage and where relevant contribute to the development of executive and leadership content, including keynote speeches, opinion pieces, articles, briefing notes, talking points, presentations, policy and thought-leadership pieces and other high-profile communications. • Lead the development of compelling content that communicates the NBI's impact, including programme stories, case studies, impact reports, member communications and donor/funder communications. • Translate complex research, technical information, policy positions, environmental data and social impact into accessible and compelling communications for business, government and broader stakeholder audiences. • Ensure that all communications reflect the NBI's strategic positioning, voice, values, reputation and corporate image. **3. Media Relations, Public Affairs and Reputation:** • Develop and maintain strong relationships with key journalists, editors, media outlets and other relevant influencers across South African and international media. • Manage the media engagement and identify opportunities to strengthen the NBI's profile and visibility. • Manage and contribute to the preparation of media materials, including press releases, media statements, FAQs, Q&As, holding statements, speaking notes and media briefing materials. • Identify and pursue appropriate public relations and media opportunities in consultation with the Head of Membership and Communications. • Through the support provided by the NBI's media monitoring capacity, monitor and analyse media coverage and sentiment and provide insights and recommendations to NBI leadership. • Support the management of the NBI's public profile and reputation, including communications responses to emerging issues and potential reputational risks.

	• Lead the development and implementation of crisis and issues communications, under the direction of the Head of Membership and Communications. **4. Digital Communications, Brand and Social Media** • Lead and manage the NBI's digital communications and content across its website, social media platforms, newsletters and other relevant digital channels. • Manage the development of and where relevant write and coordinate engaging digital and social media content that supports the NBI's strategic priorities and stakeholder engagement. • Manage and contribute to the development of the NBI website, ensuring that content is current, accurate, accessible and aligned with the NBI's positioning. • Manage digital communications products, including *On a Clear Day*, newsletters and other NBI digital platforms. • Oversee the NBI's brand presence across all communications channels, ensuring consistency with the approved corporate image, visual identity, messaging and positioning. • Manage the NBI's digital and media asset library, including photographs, video footage and other communications assets. • Oversee, manage and contribute to the development of visual content, including videos, graphics, GIFs, infographics and other digital assets. **5. Programme and Stakeholder Communications:** • Work closely with NBI programme teams to develop and implement communications that support programme objectives and stakeholder engagement. • Develop communications approaches for key NBI programmes and strategic action areas, including but not limited to Just Energy Transition, climate change, water governance, economic inclusion and other priority areas. • Collaborate with member companies, funding partners and other stakeholders to identify and communicate opportunities, achievements and impact. • Support the development of communications for strategic partnerships, funding proposals, donor reporting and stakeholder engagements. • Build and maintain effective relationships with relevant NBI partners and external stakeholders. **5. Events and Executive Engagement:** • Provide strategic oversight of NBI events, with the Events Manager reporting to you to ensure the communications planning and delivery for all NBI events and engagements, including executive roundtables, webinars, conferences, exhibitions, press engagements, VIP delegations and other strategic events are delivered and aligned to the organizational strategy. • Manage and where relevant, develop event communications plans, messaging, briefing materials, media engagement and digital content.

	• Support the preparation of NBI leadership for key engagements through speeches, talking points, briefing notes, presentations and other communications materials. • Ensure appropriate communications before, during and after major NBI events and engagements. **6. Team Leadership and Management:** • Lead, manage, mentor and develop the Communications and Events team, providing clear direction, support and performance management. • Allocate and prioritise work across the team to ensure the effective delivery of the NBI's communications programme. • Work collaboratively with team members on the development and execution of communications, providing hands-on guidance, editing and quality assurance where required. • Build the capability of the team across content development, digital communications, media relations and other relevant areas. • Foster a collaborative, creative, professional and high-performing communications environment. **7. Budget, Governance and Risk:** • Manage the approved communications and marketing budget and ensure the effective and efficient use of resources. • Ensure that communications activities comply with relevant legislation, NBI policies, governance requirements and agreed brand and communications standards. • Identify, assess and manage communications and reputational risks and escalate material issues to the Head of Membership and Communications. • Maintain appropriate systems, processes and records for communications, media and digital assets.
REPORTS TO	Head of Membership & Communications
KEY PERFORMANCE AREAS	1. Strategic and tactical communications 2. Partner and Stakeholder Engagement 3. Governance, Risk Management and Compliance 4. Departmental Financial Management 5. Team Leadership 6. Events
MINIMUM EDUCATION AND EXPERIENCE	• Minimum 10 years' experience in Communications, 5 of which must be at a managerial level. • A postgraduate qualification in Communications or Business Studies. • The suitable candidate must be passionate and knowledgeable on the socio-economic landscape in South Africa.
REQUIRED COMPETENCIES	• Strategic Thinking and Visionary • Proven ability to work with digital media and understanding of associated platforms and marketing techniques • Customer-Centric Mindset • Organized and a multi-tasker

	• Critical thinker who requires minimum supervision • Team player with excellent interpersonal skills • Great communications skills both written and verbal • Decisive and goal oriented • Ability to prioritise • Willing to work beyond normal hours as the role demands. • Able to travel as needed for work purposes • Relationship building skills • Leadership skills and strong management skills
PERSONAL ATTRIBUTES	• Adaptable and focused • Agile Self Starter • Inspire and influencing skills • Passionate about socio-economic transformation in South Africa • Ability to work independently and within a team
PACKAGE	This is a **2-year contract position, with a 3-month** probation period and remuneration will be negotiable at **TCTC R1 100 000 – R1 300 000** in accordance with the level and experience of the successful candidate.

Please note:

We are an equal opportunity organization and encourage people living with disabilities to apply.

Interested persons should please forward their detailed CVs to Human Resources via e-mail **NellyN@nbi.org.za**

Please consider your application unsuccessful if we have not contacted you by 15 December 2026