



## ADVERT

**Post:** Specialist Media Liaison  
**Department:** Communications  
**Reference:** SML/RTIA/2019  
**Salary:** Negotiable  
**Term:** Permanent

**Requirements:** \* National Diploma or B Degree in Public Relations or equivalent qualification \* Post graduate qualification in Communication / Journalism / Public Relations will be an added advantage \* A minimum of five (05) years' working experience in related field \* Professional experience related to media management strategies \* Working knowledge and understanding of the communications environment, policies, knowledge and understanding of government communication \* In-depth knowledge of directing advertising communications and other related working experience \* Advanced knowledge of the AARTO Act, National Road Traffic Act and any other legislation and regulations impacting on road traffic \* Proficiency in English \* Driver's licence will be an added advantage.

**Required competencies:** \* Interpersonal skills \* Writing and presentation skills \* Analytical skills \* Organisational skills \* Administration skills \* Good record keeping \* Fraud awareness \* Report writing skills \* Communication skills \* Investigations \* Databases and/or spreadsheets \* Problem solving and analysis \* Negotiating and influencing skills \* Planning and analysis \* Hard working \* Integrity & commitment \* Quality orientation \* Service delivery orientation \* Proactive & Innovative \* Good judgment \* Team worker \* Flexible/change oriented \* Assertiveness & decisiveness \* Responsiveness \* Professionalism \* Attention to detail \* Respect & emotional intelligence \* Good interpersonal relations.

**Duties:** \* **Achievement of work plans:** \* Develop policies, processes and standard operating procedures relating to own area of specialization \* Provide specialist input in the development of Operational Plans and Organisational Strategy \* Execute work plans and drive the evidence collection in real time \* Produce reports against the implementation of work plans \* Respond to audit findings with complete evidence, on time \* Implement documented data management practices \* Comply to policies and procedures in the unit \* **Facilitate media relations on behalf of RTIA:** \* Develop action plans derived from the media diary to high light events from a marketing perspective in the form of publications and social media platforms, e.g. written articles, editorial comments, editing of feature articles for publications, twitter, facebook, media buying, press releases, etc. \* Prepare all media reports according to service level agreements \* Assist all Divisions with media liaison when required \*

Assist with the production of publications and report on marketing communication activities of the RTIA

- \* Assist with responses to public enquiries
- \* Engage in research and analysis of public opinion for awareness, improvement and idea generation purposes when developing or improving outputs
- \* Organise or provide coverage to events through press conferences and media launches, media buying, press statements and distribution of clippings, etc. to ensure media coverage of all RTIA activities
- \* Monitor how each event is covered by the media, analyse and determine impact

**Networks and relationship building:**

- \* Develop and maintain media communication systems and databases accurately and timeously with relevant information
- \* Maintain ongoing awareness of who is valuable to the RTIA and in what area of the media
- \* Record information relating to the media, nationally and internationally
- \* Initiate contact with media houses in order to build relations and create awareness
- \* Ensure adherence to communication policy and procedures

**Optimisation of the Section:**

- \* Keep up to date with new developments and changes in own field and within RTIA
- \* Share new information and best practice trends with colleagues
- \* Proactively introduce innovations in line with best practice to optimise organisational success
- \* Partner with management to optimise productivity and team work
- \* Maintain ownership for own work, performance management and development
- \* Maintain open and honest communication
- \* Engage in problem solving to optimise output of the area
- \* Demonstrate visible ownership of business wide initiatives impacting on area of accountability.

**Enquiries: Mr. Kabelo Magongwa – (087) 285 0500**

**Correspondence will only be with shortlisted candidates, if you do not hear from us in 30 days please consider your application as unsuccessful.**

To apply please submit a letter of application, recent curriculum vitae as well as certified copies of qualifications and identity document. Applications must be addressed to: **The Human Resources Division, RTIA, PO Box 6341, Halfway House, 1685 or hand delivered to Waterfall Edge B, Howick Close, Waterfall Office Park, Bekker Road, Midrand or emailed to [Recruitment@rtia.co.za](mailto:Recruitment@rtia.co.za)**

**Please note that applications without all the relevant supporting documents as prescribed above will not be considered.**

The RTIA is an equal opportunity employer and is seeking to balance the employment equity profile. The Agency is thus strongly encouraging applicants from the following designated groups; Indians, Coloureds, Whites, unemployed youth, females and people living with disabilities to apply. Preference will be given to Coloureds, Indians and Whites.

Where applicable, applicants are further advised that candidates will be subjected to a competency assessment and or vetting to ascertain their suitability for the position.

**Closing Date: 09 December 2019 @ 16:30 pm.**