

INTERNAL / EXTERNAL ADVERT

Post: Officer: Communication, Public Awareness & Education

Department: Stakeholder Relations

Reference: OSR/RTIA/2026

Level: 8

Salary: R 413 001 per annum

Term: Three (3) Year's Fixed Term Contract

Minimum Educational Requirements: *Matric (NQF 4) + 3 years National Diploma (NQF 6) or equivalent qualification in communication. *A Degree (NQF 7) qualification in Communications will be an added advantage.

Minimum Knowledge & Experience Requirements: *At least 2 years' experience in publications production and/or communications role, ideally within the government sector* Experience of writing and editing for different audiences. * 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.

Required Competencies: *Interpersonal skills. *Writing and presentation skills. *Analytical skills.

*Organisational skills. *Administration skills. *Good record keeping. *Fraud awareness. *Report writing skills. *Communication skills. *Investigation skills. *Databases and/or spreadsheets. * Problem solving and analysis. *Negotiating and influencing skills. *Planning and analysis.

Duties: Facilitate and implement public awareness plans:

*Effectively implement RTIA's public awareness strategy. *Organize and facilitate specific public awareness campaigns and promotional events from conception through to completion. *Consult with advertising agencies or staff to arrange promotional campaigns in all types of media for products, organizations, or individuals.

*Study the objectives, promotional policies, or needs of RTIA to develop public relations strategies that will influence public opinion or promote ideas, products, or services. *Develop communication of informational programs to maintain favorable public perceptions of RTIA's services. *Confer with production or support personnel to produce or coordinate production of advertisements or promotion. * Monitor RTIA 's website.

Coordinate all campaigns to promote RTIA's programmes:

*Assist in the planning and development of campaign strategies for RTIA's key campaigns.*Analyze the target market in order to develop advertising material that will attract appropriate attention.*Coordinate the distribution of generic materials for branches.*Research and collect information useful to RTIA's campaigns and effectively share relevant information with a range of audiences including colleagues, supporters, politicians, and policy makers.*Comply to branding protocols and policies of the Agency.*Manage awareness campaigns as per the overall public awareness strategy.*Ensures the delivery of impactful and successful campaigns, including organizing campaigning activities. *Work with the Media Liaison Specialist to get high profile media attention for campaigns. *Deliver campaigns within budget lines. *Support and process customer surveys. *Advertising: *Conceptualize advertising. * Advertising: *facilitate appropriate placement of adverts. *Compile print, broadcast and new advertising campaigns.*Monitor the impact of advertising.*Initiate contacts with networks and media in order to maintain awareness.*Promote RTIA in an appropriate manner at public events and meetings.*Help grow the profile of RTIA through campaigning work.*Keep up to date with campaigning trends and the development of campaigning tools.*- Monitor the impact of events and produce reports. *Provide on a quarterly basis relevant report.

Enquiries: Ms Allison Shingange – (087) 287 7993

Mr Mzwakhe Mhlanga – (011) 763 1103

Correspondence will only be with shortlisted candidates. If you do not hear from the Agency in three (3) months from the date of closure, please consider your application as unsuccessful. Recommended candidates will be subjected to the Agency's mandatory background checks, security clearance and qualification verification processes.

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: cc1fxv@apply.simplify.hr Please note that late applications and those 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 therefore the youth, Women and People living with disabilities are encouraged to apply.

Internal candidates who meet the requirements are encouraged to apply.

Closing Date: 03 August 2026