



Job Profile GM: Communication & Stakeholder Management

| JOB INFORMATION SUMMARY | |
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| JOB TITLE: | General Manager: Communication & Stakeholder Management |
| REPORTS TO: | Managing Director |
| PROPOSED PATERSON JOB GRADE: | E - Band |
| OCCUPATIONAL LEVEL | Senior Management |
| FUNCTIONAL AREA: | Office of the MD |
| COMPANY: | PIKITUP SOC (Ltd) |
| LOCATION | Pikitup Head Office Johannesburg |

| ROLE PURPOSE |
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| To build, maintain and protect the PIKITUP Brand. To effectively manage both the internal and external communications function of the company and protect PIKITUP's reputation. To assist in building and maintaining effective liaisons with the company's various stakeholder (including regions served by the CoJ Council, the CoJ Councillors, Local Communities, and National and Provincial departments). To build public education and awareness around waste minimisation and environmental management strategies of PIKITUP. |

| ROLE REQUIREMENT | |
|--|---|
| Essence of the role/Key Accountabilities | Key Activities / Decision Areas |
| a) Brand Management and Advertising | <ul style="list-style-type: none"> Protect the Pikitup Brand and work to build and increasing positive brand image; Design and implement all advertising campaigns. |
| b) External Communications | <ul style="list-style-type: none"> Responsible for spearheading strategic direction initiatives and planning, coordination, and management of the Pikitup's integrated marketing, public relations, and strategic communications strategy; Responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations program that will enhance the organisation's image and position within the market place and the general public, and facilitate external communications; Support the organisation's staff and board in developing and maintaining strategic partnerships with external organisations and funders; Ensure articulation of Pikitup's desired image and position, assure consistent communication of image and position; Responsible for editorial direction, design, production and distribution of all Pikitup publication; Coordinate media interest in the Pikitup and ensure regular contact with target media and appropriate response to media requests; |

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| ROLE REQUIREMENT | |
|--|---|
| Essence of the role/Key Accountabilities | Key Activities / Decision Areas |
| | <ul style="list-style-type: none"> • Act as the organisation's representative with the media and be Pikitup's spokesperson; • Coordinate the appearance of all organisation print and electronic materials such as letterhead, use of logo brochures and so forth. |
| c) Internal Communications | <ul style="list-style-type: none"> • Design and implement a robust interactive and popular system of internal communications that include at a minimum: <ul style="list-style-type: none"> - A newsletter; - Frequent MD messages; - Education and topical issues; - Feedback mechanism. |
| d) Stakeholder Management | <ul style="list-style-type: none"> • Establish an effective liaison role with the City of Johannesburg to ensure that a two-way liaison channel is created and maintained, and those issues concerning the company and stakeholders are addressed effectively and efficiently; • Attend and represent the company at all waste related Council Committees; • Ensure that the company is represented in all Government structures and forums relating to the company's business by establishing and effective liaison; • Create an effective stakeholder liaison network by attending local community organisation meetings which are served by the company; • Ensure that a balanced relationship is established with the local community and that this relationship is maintained effectively to the benefit of the company; • Create and update stakeholder database regularly. |
| e) Education and Awareness | <ul style="list-style-type: none"> • Responsible for all Pikitup education and awareness programmes. |
| f) Events Management | <ul style="list-style-type: none"> • Responsible for the management of all Pikitup events. |
| g) Transformation | <ul style="list-style-type: none"> • As an executive take responsibility for shaping Pikitup operations to realise the vision and strategic direction of a transformed waste management company in line with the City of Johannesburg (CoJ) GDS 2040 goals. |
| h) HR Management | <ul style="list-style-type: none"> • Set human capital targets and manage staffing levels accordingly; • Manage all Pikitup deliverables; • Manage deliverables of direct reports. Conduct quarterly performance reviews respectively; • Motivate and coach direct reports; • Inform direct reports of organisational developments on a regular basis; • Identify training needs and implement PDP for direct reports. |

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KEY RELATIONSHIP INTERFACES

Internal Key Relationships (to Pikitup):

- Pikitup’s Managing Director
- Pikitup Board
- Pikitup’s Executive Team and Senior Managers
- Pikitup staff particularly large operations team

External Relationships (with departments and other key parties):

- City of Joburg (CoJ)
- Pikitup customers
- Shareholders
- Media
- Government departments
- Contractors
- Consultants
- External funders and investment partners

Job Specific Requirements

Competencies (Knowledge, skills and attributes)

| Skills | Behaviours |
|--|---|
| <ul style="list-style-type: none"> • Strong communication and diplomacy skills; • Analysis and problem solving; • Strategic formulation and implementation; • Report writing skills; • Human Resources Management skills including performance management; • Conflict Management including negotiation and mediation; • Influencing and collaboration skills; • Effective verbal and written presentation at all levels; • Report Writing; • Computer skills including Ms Word and Excel; • Change Management; • Project Management; • Basic Finance and Budgeting. | <ul style="list-style-type: none"> • Integrity and Honesty; • Strategic thinking; • Organising and prioritising; • Judgement and decision making; • Adapting and responding to change; • Developing relationships; • Dynamic and influential; • Networking and collaboration. |
| <p>Knowledge</p> <p>State the job knowledge required</p> | <ul style="list-style-type: none"> • Strong commercial understanding; • Understanding of Municipal Finance Management Act (MFMA) and related regulations; • Knowledge of Treasury Regulations and Public Service Regulations; • Knowledge of the South African Auditing Standards; • Knowledge of South African labour legislation; • Knowledge of industry standards, best practices and trends in the discipline. |

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| Qualifications | |
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| Minimum | Ideal |
| <ul style="list-style-type: none"> Relevant degree in Communication, Public Relations Management or related; | <ul style="list-style-type: none"> A postgraduate degree in a relevant field |
| Experience | |
| Minimum | Ideal |
| <ul style="list-style-type: none"> 8 years' relevant experience in communication & stakeholder management A minimum of 5 years senior management experience in communication and stakeholder | <ul style="list-style-type: none"> 10 years' communication & stakeholder management experience Experience working in a local government environment |

STRUCTURE

