

## JOB PROFILE

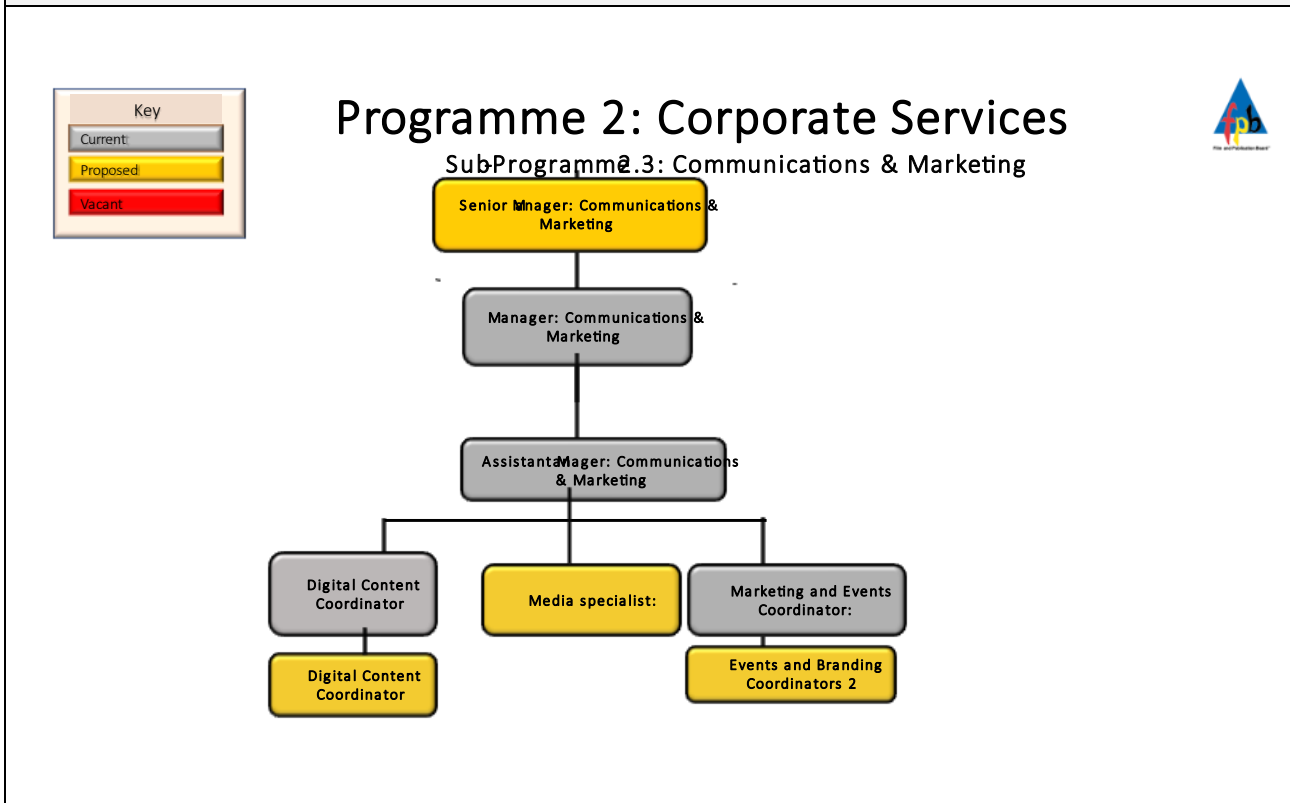
### 1. JOB DETAILS

<b>Job Title</b>	Manager Communications and Marketing	<b>Grade</b>	D4
<b>Discipline</b>	Corporate Services	<b>Sub-Discipline</b>	Communications and Marketing
<b>Catalogue Code</b>			
<b>Date last reviewed</b>	8 August 2022	<b>Author</b>	R Botes

#### 1.1 Career Path

Job Title	Future Jobs
Manager: Communications and Marketing	<div style="display: flex; justify-content: space-between;"> <div style="width: 60%;">                     Senior Manager: Communications and Marketing                      Manager: Child Protection ad Non-Regulatory                      Senior Manager: Child Protection ad Non-Regulatory                 </div> <div style="width: 35%; text-align: center;">                     Executive: Corporate Services                 </div> </div>

#### 1.2 Organogram



## 2. OUTPUT PROFILE

#### 1.3 Purpose

To manage the communication strategy, quality management and performance reporting in line with the FPB’s organisational strategy and operational communications plan of the Communications and Marketing.

<b>1.4 Problem Solving</b>	Problems are variable, and require technical or analytical skills and several years of experience in the field or discipline
<b>1.5 Planning Cycle</b>	Longer term (1 year – 3 years)
<b>1.6 Impact of decision making</b>	1 year

<b>1.7 Influence</b>	
<b>Who is the position required to influence?</b>	<b>Tick the applicable box</b>
Not expected to influence practices	x
Is expected to come up with suggestions on improved practices	x
Influences or changes specific administrative or operational practices in a team, section or department	x
Influences or changes specific administrative or operational practices affecting more than one department	x
Influences or changes broad practices or policies affecting a whole division or business unit	x
Is required to convey information to others outside of own work area but inside organisation	x
Is required to convey information to others outside of own organisation	x
Is required to persuade individuals inside the organisation	x
<b>1.8 Influence</b>	
<b>Who is the position required to influence?</b>	<b>Tick the applicable box</b>
Is required to persuade individuals outside of the organisation	x
Is required to negotiate with individuals inside the organisation	x
Is required to negotiate with individuals outside of the organisation	x

<b>1.9 Reports</b>	
Allocation	None
Coordination	1-5 staff
Supervision	1-5 staff
Direct Management	Corporate Services Executive
Leadership through others	Corporate Services Executive

<b>1.10 Communication</b>		
<b>Type of communication</b>	<b>Employee needs to understand</b>	<b>Employee needs to carry out</b>
Detailed technical and/or functional instructions or queries	x	x
Written company policy documents	x	x
Current legislation affecting the job holder's area of responsibility	x	x
Case law and legal findings affecting the job holder's area of responsibility	x	x
Articles and research affecting the job holder's area of responsibility	x	x
Complex research findings published in scientific journals	x	
Program, system or design specifications	x	x
Factual reports on aspects of the business	x	x
In depth technical reports, proposals or project briefs affecting one or more business units	x	x
Routine communication in connection with instructions, requests or normal work tasks	x	x
Communication around escalated or difficult queries with customers or clients	x	x
Communication requiring a high level of diplomacy and sensitivity	x	x
Basic explanation of products or services to customers or clients	x	x
Detailed technical explanation of products, services or systems to internal or external customers or clients	x	x
Detailed verbal or written instructions or requests to employees or contractors	x	x
<b>1.10 Communication</b>		
<b>Type of communication</b>	<b>Employee needs to understand</b>	<b>Employee needs to carry out</b>
Detailed e-mail, fax or mail correspondence	x	x

<b>1.11 Job Outputs</b>	
<b>Key Performance Area</b>	<b>Performance Outputs</b>
1.Position the FPB as a Visible and Credible Content Classification Authority  Weight 10%	<ul style="list-style-type: none"> <li>Develop a communication strategy and implementation plan for the FPB</li> <li>Ensure board approval of the communication strategy</li> </ul>
	<ul style="list-style-type: none"> <li>Ensure alignment of the communication strategy to the organizational strategy</li> </ul>
	<ul style="list-style-type: none"> <li>Align allocated resources to the implementation strategy</li> </ul>
	<ul style="list-style-type: none"> <li>Review the FPB communications strategy every three years or as needed</li> </ul>

	<ul style="list-style-type: none"> <li>Ensure alignment and compliance of the communications operational and annual performance plans to the communications strategy</li> </ul>
	<ul style="list-style-type: none"> <li>Provide input into the strategic planning process of the FPB for board approval</li> </ul>
1. Develop a Media and Stakeholder Relations Strategy for the FPB 20%	<ul style="list-style-type: none"> <li>Act as spokesperson of the FPB</li> <li>Manage and execute media relations strategies and implementation</li> </ul>
	<ul style="list-style-type: none"> <li>Establish media and stakeholder relationships for the FPB</li> <li>Manage and execute FPB external communications including advertising</li> <li>Represent the FPB at dedicated stakeholder and inter-governmental relations meetings</li> </ul>
3 .Overall management of the communications department 40%	<ul style="list-style-type: none"> <li>Develop, manage, and report on the Unit's budget and expenditure</li> <li>Approve the Unit performance contracts and assessments on a quarterly and annual basis</li> <li>Develop monthly, quarterly, and annual reports of the Communications and Marketing sub-programme</li> </ul>
	<ul style="list-style-type: none"> <li>Manage risk reporting and business continuity plans for the Communications and Marketing sub-programme</li> <li>Ensure overall compliance with the organisational supply chain and overall policies of the organisation within the Communications and Marketing sub-programme</li> <li>Ensure achievement of targets by the Communications and Marketing sub-programme</li> </ul>
2. Overall Management and Oversight of Internal Communications Programmes 30%	<ul style="list-style-type: none"> <li>Review and manage the implementation of the internal communications plan</li> <li>Approve internal communication deliverables and targets for implementation by the Assistant Manager: Communications</li> </ul>

**1. REQUIREMENTS PROFILE**

<b>3.1 Qualifications</b>			
<b>Type</b>	<b>Area</b>	<b>NQF Level</b>	<b>Importance</b>
Bachelors Degree (3 years - 360 credits)	Communication/Media Studies/Public Administration/ Project Coordination or Public Relations Sciences	6	Essential
Bachelor Honours Degree	Communication/Media Studies/Public Administration/ Project Coordination or Public Relations Sciences	7	Recommended

<b>3.2 Professional Status</b>	
<b>Accreditations</b>	Not Applicable
<b>Registrations</b>	Not Applicable
<b>Legal Appointments</b>	Not Applicable
<b>Memberships</b>	Not Applicable

<b>3.3 Experience</b>			
<b>Process/Place/Area</b>	<b>Involvement</b>	<b>Period</b>	<b>Importance</b>
Management	Management, Communication,	5 years	Essential

	Public Relations, Project coordination, personnel management and research		
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<b>3.4 Skill level</b>	Professional knowledge of theory and techniques in a specialised field, or knowledge of a number of fields, acquired through tertiary education and/or considerable experience
<b>3.5 Job training/ familiarisation time</b>	Six months

<b>3.6 Competencies</b>		
<b>Type</b>	<b>Description</b>	<b>Proficiency Level</b>
<b>Drivers Licenses</b>	Code B: Motor vehicle licence	Essential
<b>Computer Literacy</b>	MS Office	Intermediate
<b>Behavioural Competencies</b>	Analytical Thinking	
	Relationship Building	
	Communication	
	Problem Solving	
	Negotiation	
	Influencing	
	Assertive	
	Attention to detail	
	Planning and Organising	
	Leadership	
	Coordination	
	Consultation	
	Conflict Management	
Customer Service Orientation		
<b>Functional / Technical Competencies</b>	Business Acumen	
	Presentation	
	Report writing	
	Statistical analysis	
	Research	
	Financial Management	

**2. APPROVAL**

	Name	Signature	Date
Grading Committee Representative			

**FPB VALUES**

The FPB embraces the Batho Pele (People First) principles of government as the core values of the organization. These are to be observed at all times and demonstrated by all employees in all their engagements with both internal and external stakeholders. The above principles are key determinants that are meant to enable effectiveness. The strategy will promote the following values:

- a.) Accountability
- b.) Integrity
- c.) Excellence
- d.) Innovation
- e.) Consultation

	Name	Signature	Date
Employee			
Unit Manager			

**Disclaimer**

The preceding job description has been designed to indicate the general nature and level of work performed by employees. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.