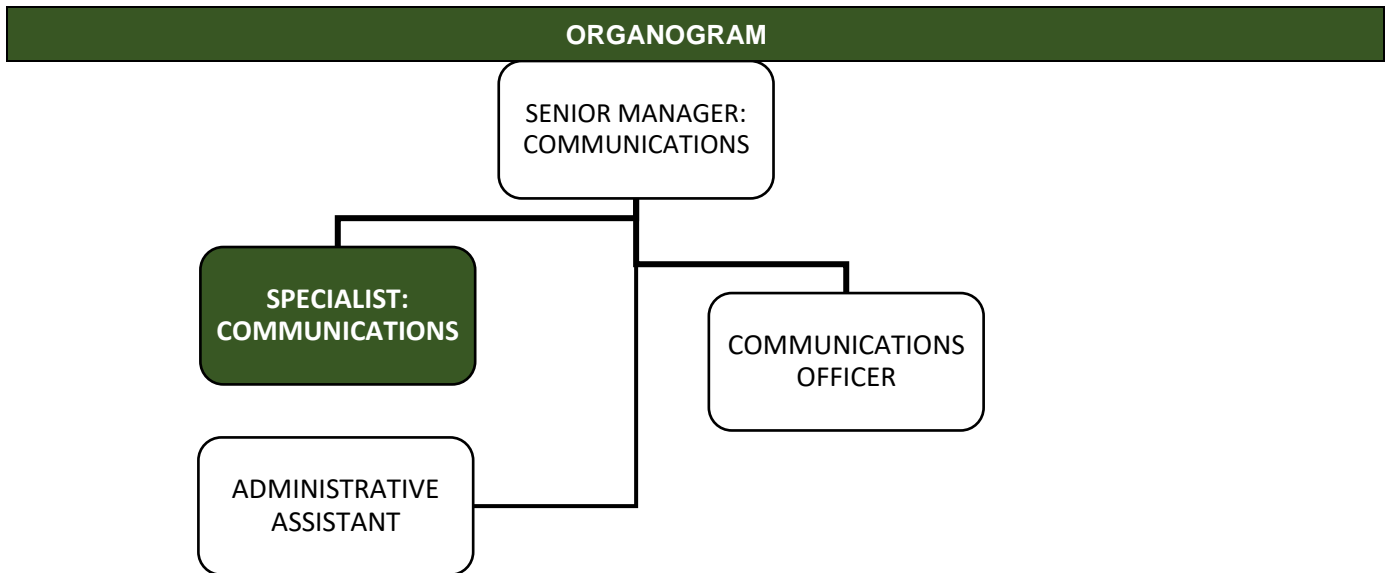


Job Profile

PROFILE INFORMATION		
JOB TITLE	SPECIALIST: COMMUNICATIONS	
JOB CLUSTER AND RANK	Specialist (Deputy Commandant)	
REGION/DIVISION	Corporate Affairs	
LOCATION	Gauteng, Head Office	
MANAGER/SUPERVISOR	Senior Manager: Communications	
SUPERVISION	None	
PEER RELATIONSHIPS	Other Specialists	
LIAISON	INTERNAL	All Business Units.
	EXTERNAL	Service Providers, Organs of State, External Auditors

PURPOSE STATEMENT
To ensure the development, enhancement, communication, reporting and oversight of the Communication and Stakeholder framework and associated tools and processes, in support of the execution of the overall BMA's strategy. Increase brand awareness, and provide support through advertisements, media, point-of-sale, and partnerships, and manage stakeholder relationships.



DESCRIPTION

Key Performance Areas (KPA's)	Roles and Responsibilities	Weight %	Key Performance Indicators (KPIs)
Operational Planning	<ul style="list-style-type: none"> Assist in the development of operational plan in consultation with the Manager. Implement the tactical work plan by developing operational activities, ensuring alignment to the achievement of strategic objectives. Direct and lead the implementation of communication and stakeholder initiatives to drive risk and compliance protocols to support BMA in the implementation of its strategy and achieve its objective. Monitor and continuously evaluate progress of the business unit's achievements against the tactical plan and strategic objectives 	10%	<ul style="list-style-type: none"> Departmental Operational Plan and Reports
Branding Management	<ul style="list-style-type: none"> Manage the development and implementation of organisational brand and corporate identity Manage and evaluate the positioning of the brand in the industry and establish brand awareness programmes. Ensure correct implementation of the CI manual Development and implementation of brand policy Oversee the development, management, and implementation of advertising campaigns 	10%	<ul style="list-style-type: none"> Brand awareness campaigns Approved Corporate Identity manual Stakeholder Survey report Standardised templates and collateral Publication of Annual report, Annual Performance Plans and Strategic Plans
Stakeholder Relations & Engagement	<ul style="list-style-type: none"> Build and maintain relationships with all BMA business units for the purposes of expectations management and knowledge sharing. Provide advocacy on matters related to Communication and stakeholder management to empower the BMA stakeholders to make informed decisions. Represent and participate in the organisation's committees and tasks teams when required. Convene and attend meetings and present findings and business cases to relevant stakeholders when required. 	20%	<ul style="list-style-type: none"> Implemented stakeholder engagement activities Client Satisfaction Survey Stakeholder Engagement Plan implemented External Media Communication and press releases Committee and task team attendance <ul style="list-style-type: none"> Number of presentations

Key Performance Areas (KPA's)	Roles and Responsibilities	Weight %	Key Performance Indicators (KPIs)
	<ul style="list-style-type: none"> Implement timeous communication on progress and challenges in achieving the tactical work plans to impacted stakeholders. Attend industry related forums, conferences and workshops to gain industry insight for the purpose of business improvement. 		
<p>Governance, Risk and Compliance</p>	<ul style="list-style-type: none"> Assist in identifying and adhering to fraud controls, risk prevention principles, sound governance and compliance processes, and tools to identify and manage risks. Support and provide evidence to all internal and external audit requirements. Maintain and enforce all related Service Level Agreements to minimise business risk and ensure business continuity. Review related Standard Operating Procedures in consultation with the Manager: Communications and Stakeholder Management to ensure business optimisation. Adhere to all relevant laws, policies, and Standard Operating Procedures throughout the organisation. 	<p>10%</p>	<ul style="list-style-type: none"> Audit Report Audit Findings Risk register
<p>Supervisory Function</p>	<ul style="list-style-type: none"> Supervision of direct reports, by planning, assigning, and monitoring tasks aligned to deliver on performance objectives and in response to changes in processes. Provide support in the enhancement of relevant knowledge and skills through continuous coaching, mentoring, and nurturing of supervised talent. Provide support in creating a high performance culture and managing team performance effectively, and provide input into the annual performance goals and measures into individual work plans based on agreed upon objectives. Provide support in the management of poor performance and disciplinary matters in line with the BMA's policies and procedures. 	<p>10%</p>	<ul style="list-style-type: none"> All staff members have revised up to date job description Succession Plan % of performance agreements and reviews signed for all employees % of staff in all training & development interventions Approve and implement Individual development plans for all staff members

Key Performance Areas (KPA's)	Roles and Responsibilities	Weight %	Key Performance Indicators (KPIs)
			<ul style="list-style-type: none"> Staff satisfaction surveys

CAREER PATH

Specialist: Communications	Senior Manager: Communications	Executive Manager: Communications & Stakeholder Management
-----------------------------------	--------------------------------	---

MINIMUM REQUIREMENTS/EXPERIENCE/KNOWLEDGE

Minimum Qualifications	<ul style="list-style-type: none"> A qualification in Bachelor's degree in communications, journalism or related field.
Minimum Experience	<ul style="list-style-type: none"> Minimum of 4-6 years' relevant experience
Knowledge	<ul style="list-style-type: none"> South African Constitution. BMA Act 2020 Immigration Act 2002 (Act No. 13 of 2002) Public Service Regulatory Framework. Understanding of legislation and prescripts applicable in the corporate environment. National Treasury Regulations. National Treasury Public Sector Risk Management Framework. Understanding of corporate governance best practice e.g. COSO Framework, ISO International Standard, King Report on Corporate Governance, and Ethics Frameworks. Understanding of the Public Sector Integrity Management Framework. Building strategic working relations. Ability to build strategic working relations.
Professional registration or license requirements	<ul style="list-style-type: none"> None
Other requirements	<ul style="list-style-type: none"> Flexibility in working hours will be required to meet demands of the role. May be required to work overtime. Valid driver's License

COMPETENCIES



VALUES	FUNCTIONAL	BEHAVIOURAL ATTRIBUTES (ENABLING)
<ul style="list-style-type: none"> • Excellence • Integrity • Innovation • Patriotism • Professionalism • Teamwork and Collaboration • Vigilance 	<ul style="list-style-type: none"> • Law Enforcement • Strategic Leadership and Planning • Communication (Verbal and Written) • Research and Analysis • Monitoring and Evaluation • Report Writing • Risk Management • Public Speaking and Presentation 	<ul style="list-style-type: none"> • Resilience • Decision Making & Problem Solving • Interpersonal Relations • Team Leadership • Persuasion and Influencing • Attention to Detail

SYSTEM SKILLS	
Title	Level
Microsoft Office Suite	Intermediate