

BE PART OF THIS TEAM

The **East London Industrial Development Zone SOC Ltd** is the operator of the East London Industrial Development Zone (ELIDZ), an entity which exists to help manufacturers to become globally competitive through the development and efficient management of a modern, purpose built industrial location, which offers investing industries a streamlined business environment enhanced by a range of supporting services. The zone is already operational and currently houses a number of manufacturers that supply products for the local and international markets.

POSITION: Corporate Communications and Marketing Manager

Ref: REC/16/16

Minimum Requirements: • National Diploma with Corporate communications & marketing related fields or equivalent • 5 years relevant experience in Corporate Communications (managing publications, copywriting and strategy development and implementation) with 3 years management experience.

Required Competencies: • Communication Skills; • Knowledge and understanding of the organization; • Corporate Communications & Marketing Skills; • Presentation Skills; • Media & Advertising; • Media/presentation skills; • Knowledge of organizational and media protocols; • Corporate Marketing knowledge and skill; • Knowledge of Corporate Communication Policy, Social Media Policy, Corporate Investment Policy; • Written Communication Skills; • Knowledge of Social Investment; • Management & Supervisory Skills; • Knowledge of PMS Policy; • Coaching and mentoring skills; • Labour Relations Act and Disciplinary Policy; • Knowledge of training needs and analysis; • Knowledge of HR Policies and procedures.

Specific Functional Responsibilities: • **Brand Management;** • Developed and approved Brand Strategy; • Completion and culture assessment (5 yearly); • Organizational Culture Enhancement Programme; • Corporate Identity Review; • Brand Equity (calculated percentage); • **Internal Communication;** • Efforts to build the brand (Communication Strategy and Plan); and • Implementation reports; • **External Communication;** • Efforts to build brand through effective communication; • External Corporate Communication Strategy and Plan; • Marketing Communication; • Public Relations / Public Outreach initiatives; • **Stakeholder Relations;** • Media Relations; • Programme Advocacy; • Monitoring and Governance (Stakeholder Perception Survey, Corporate Communication Policy, Corporate Investment Policy, Social Media Policy and Implementation Plans); • **Corporate Social Investment;** • Programmes and policy review of Social Investment initiatives; • Community Development and Implementation Programme; • **Marketing;** • Marketing initiatives; • Marketing Strategy and Development Plan; • Technical expertise research, marketing, advertising, compelling presentations and the like; • **Management of Staff;** • Staff appointments (Recruitment and Selection); • Performance assessment; • Coaching, mentoring and capacitating staff.

Please e-mail your applications to: recruitment@elidz.co.za

The closing date is 06 January 2017. If you have not heard from us within one month after the closing date, please consider your application unsuccessful. Only short listed candidates will be communicated to. The ELIDZ reserves the right not to fill this position. **Preference will be given to African Males and African Females as per our EE Plan.**

Tel: 043 702 8200 / www.elidz.co.za

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east london idz
business streamlined