

# BE PART OF THIS TEAM

The East London Industrial Development Zone SOC Ltd is a State Owned Corporation set up by government through the South African Industrial Development Zones Programme (now the South African Special Economic Zones Programme) to develop, operate and maintain modern infrastructure and to complementarily attract strategic investments for the region.

**POSITION: MARKETING AND PUBLIC RELATIONS OFFICER**

**Ref: REC/17/22**

**Minimum Requirements:** • Degree in Journalism / Public Relations / Communications / Marketing • 3 years' working experience in marketing communications and public relations position • Public sector experience advantageous.

**Required Competencies:** • Computer Literacy (Ms office: Word, PowerPoint, Excel) • Knowledge of all legislation pertaining to ELIDZ • Knowledge and understanding of Public Financial Management Act • Knowledge of organisational and media protocols • Knowledge of Corporate Marketing practices • Knowledge of Corporate Communication Policy, Social Media Policy, Corporate Investment Policy • Advanced communications and writing skills • Public relations & marketing skills • Stakeholder relations management skills.

**Specific Functional Responsibilities:** • **PUBLICATIONS** • Content developed for media including websites, social media platforms, brochures (online and print), pamphlets, newsletters, other external media (press releases, articles, media advisories) • **Internal** • Implementation of internal communication strategy • Contributions / Articles written for INFOZONE • Interviewing staff / Management / Stakeholder • **External** • Articles written for ZONEBEAT • Exhibition involvement (Displays) • Updates ELIDZ websites / contributes to articles • Reports compiled and submitted for publication (newsletter, newspaper and the like) • Marketing and Public Relations adverts of ELIDZ • **Media Relations** • Development and distribution of media statements / press releases and responses to media • Facilitates the launches of new investors (media presence) • Preparation of press packs • Briefing of CEO / other media events • Promotes / Markets IDZ • Customer relations • **Marketing** • Development and implementation of integrated marketing communication strategies / plans for the ELIDZ • **Social Media** • Development and implementation of a social media plan schedule for the ELIDZ • **Stakeholder Management** • Assist in the development of policies / procedures / matrix / stakeholder engagement tracking tools • Liaison with publication / media houses • Attends events for opportunities to market and network / lobby on behalf of the ELIDZ • **Operational strategies and/or policies** • Assist in the development and implementation of ELIDZ operational strategies and / or policies such as an integrated marketing communication strategy, brand strategy, reputation management strategy, as well as policies aligned to these strategies • **Presentations / Site Tours** • Development of standard / generic presentation to be used for customisation • **Exhibitions** • Attends external exhibitions / develops / ensures that the ELIDZ corporate video, ELIDZ graphic design skin, ELIDZ banners Brochures and pamphlets (360 Degrees, Cost of Doing Business and other) are taken • **Support provision to business unit** • Marketing collateral • Providing content for both internal and external marketing communications • **Corporate Social Investment Projects** • Serves as committee member • Co-ordinates stakeholder assistances • Site visit inspections and analysis report • Obtains quotes for verified needs • Sources partnerships / funding.

Applications must be submitted by e-mail to: [recruitment@elidz.co.za](mailto:recruitment@elidz.co.za).

**The closing date is 27 December 2022.** 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. **The ELIDZ is committed to giving preference to suitably qualified persons with disabilities and to African Males as per our EE Plan.**

**FULL DETAILS AND INFORMATION REGARDING THE VACANCY ARE AVAILABLE ON OUR WEBSITE:**  
<http://www.elidz.co.za> under "Opportunities > Employment"

*The personal information submitted in response to this advertisement shall be processed solely for purposes relating to the position applied for, as mandated in law. The East London IDZ undertakes to ensure that appropriate security control measures are implemented to protect all the information submitted by the applicant.*

Tel: 043 702 8200 | [www.elidz.co.za](http://www.elidz.co.za)

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**east london idz**  
business streamlined