

BE PART OF THIS TEAM

The **East London Industrial Development Zone SOC Ltd (ELIDZ)** 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: MANAGER: BRANDING AND CORPORATE COMMUNICATIONS

(JOB GRADE D2 – PATERSON SYSTEM) | Ref: REC/07/26

Minimum Requirements: • A 3-Year Tertiary Qualification in Corporate Communications / Communication Management / Strategic Communication / Brand Management / Public Relations / Journalism / Media Studies • Post-graduate qualification in Corporate Communications / Communication Management / Strategic Communication / Brand Management / Public Relations / Journalism / Media Studies will be advantageous • 5 years' relevant experience in Strategic Corporate Communication, Brand & Reputation Management, Public Relations, and Stakeholder Relations or Management, of which 3 years must be at a managerial level • Proven experience in translating organisational vision and strategic objectives into executable communication and branding initiatives and delivering measurable outputs and targets.

Required Competencies: • Knowledge of Legislation pertaining to ELIDZ • Knowledge of Public Financial Management Act (PFMA) • Knowledge of PIMS policies, procedures and legislation • Knowledge of performance monitoring, finance and reporting concepts • Knowledge of Project Management practices and tools • Knowledge of Financial & Budget Control Measures • Knowledge of Procurement related issues • Knowledge of enterprise risk management frameworks • Knowledge of corporate governance principles • Knowledge of policy development and advocacy • Knowledge of Corporate Communication protocols • Understanding of government parastatal environment • Advanced understanding of parastatal operating environment (advantageous) • Sensitivity to social and political dynamics • Computer literacy (MS Word, PowerPoint, Excel) • Integrated Campaign & Brand Activation Management • Digital Content & Platform Governance • Media Relations & Reputation Risk Management • Stakeholder Sentiment & Communication Analytics • Executive & Corporate Narrative Development.

Specific Functional Responsibilities: • **Strategic Management** • Develop, implement, and oversee brand strategy and corporate communications strategy that enhance brand visibility, strengthen customer engagement, and support the corporate strategy • Manage development, approval and implementation of the Brand Strategy, Communications Strategy, and Stakeholder Management Strategy, in support of corporate strategy liaising with other business units and Executive Management • Ensure consistent messaging across all communication channels while managing the company's reputation and aligning brand identity with business objectives • Lead and manage Branding and Corporate Communications team and day-to-day operations of the sub-unit • Review the Corporate Communication Policy, Stakeholder Relationship Management Policy, Brand Policy, Social Media Policy and Implementation Plans • Budget management – ensuring the delivery of all branding and corporate communications activities within the agreed budget and management of business sub-unit budget • Support investor attraction initiatives • **Corporate Events** • Manage the organisation's regular exhibitions and events such as CEO's employee engagement sessions, high level delegation site visits, school tours, AGMs etc. • Management and oversight of all corporate events and exhibitions • **Brand and Reputation Management** • Manage development and implementation of comprehensive and effective brand strategy • Build the organisation's brand, broaden awareness of its mandate, service offering and priorities across key stakeholders • Ensures compliance to brand policy • Manage and conduct corporate identity review • Manage development of all marketing collateral for promotional purposes • Manage development and maintenance of social media profiles and quality content to support and expand the ELIDZ's digital brand presence • Manage and improve Brand Equity (calculated percentage) • Conduct regular brand audits to evaluate performance and make improvements • **Corporate Communications** • Plan, develop and implement internal and external communication strategies • Determine and put in place meaningful measurement processes/tools to assess and report on the performance of communications campaigns • Internal Communication: Manage development and implementation communication plan; Management of communication channels; Management of content development • External Communication: Increase brand visibility amongst key stakeholders through corporate communications; Manage and monitor public relations, media, social media platforms and public outreach initiatives • Public relations and media Management: Build and maintain relationships with media outlets; Oversee public relations campaigns to enhance the company's reputation and manages crisis communication effectively; Monitor media coverage and report on key metrics • **Stakeholder Relations** • Spokesperson for the ELIDZ • Manage all PR and Media Relations • Create public relations campaigns that allow the organisation to cultivate and enhance meaningful relationships with targeted, high-level external audiences and customers • Develop and implement the Stakeholder Management Strategy • Coordinate the development of sub-unit stakeholder management plans • Develop and manage a Customer Advocacy Programme • Monitoring and Governance (Stakeholder Perception Survey) • Develop and implement stakeholder management protocols • Liaise with stakeholders i.e. business, government and community organisations, etc. • **Corporate Social Investments** • Manage development and implementation of corporate social investment (CSI) Programmes that effectively promote the ELIDZ CSI Strategy • Ensure CSI policy is up-to-date and communicated to the relevant stakeholders • Report on implementation of CSI Programmes • Community engagements and liaison • **People and Performance Management** • Staff recruitment and selection • Performance management • Maintain discipline and ensure conformance to company policies, procedures and instructions • Coaching and mentoring of staff and graduates • Coaching, mentoring and capacitating staff • **Occupational Health & Safety and Environmental Sustainability** • Expected to comply with and actively support the organisation's SHEQ Management System • This includes adhering to all relevant health, safety, environmental, and quality legislation, policies, procedures, and standards • Perform duties in a way that fosters a safe, healthy, environmentally responsible, and quality-driven workplace.

Applications must be submitted by e-mail to: recruitment@elidz.co.za.

The closing date is 23 October 2026. Only short listed candidates will be communicated to. The ELIDZ reserves the right not to fill this position. **The East London Industrial Development Zone is an equal opportunity employer, and the filling of positions will be in accordance with affirmative action measures as per the ELIDZ Employment Equity Plan and supporting framework. People with disabilities are encouraged to apply.**

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.