



**NUUSBRIEF 54 NEWSLETTER**

19/11/2015

**ADVERTISEMENT: VACANT POST (SECONDMENT)**

**MEDIA AND COMMUNICATIONS OFFICER: EXECUTIVE CENTRE, PRETORIA**

**PERSON SPECIFICATION**

*The national office of SAOU in Pretoria requires the services of a seconded educator to assist with the key performance areas of the post as stated here below. The attention of prospective applicants are drawn to the following:*

- The SAOU qualifies for such a representative to be seconded from a school to the establishment of the SAOU.
- The person seconded to the SAOU will be replaced at the school from which the secondment takes place by an educator in a temporary capacity.
- The secondment will be for the period 1 February 2016 to 31 December 2016. (The secondment is renewable/can be extended).
- The place of appointment is Pretoria.
- The contract will be finalised in consultation with the successful candidate.
- The hours of work and leave benefits will be the same as those that currently pertain to the SAOU.
- The relevant provincial department of education remains responsible for the salary and conditions of employment of the successful candidate, i.e. the seconded person will still be regarded as an employee of the Department and will not have to resign.

<b>POST TITLE</b>	Media & Communications Officer
<b>ENTITY</b>	SAOU
<b>REPORTING TO</b>	Reporting directly to the CEO of the SAOU
<b>MINIMUM QUALIFICATIONS</b>	Minimum is a Bachelor's degree in languages including journalism and/or communication sciences. Teacher's Higher Education Diploma
<b>MIN. APPROPRIATE WORK EXPERIENCE</b>	A minimum of 5 years practical education experience A minimum of 5 years practical media/journalism experience
<b>ACTUAL FURTHER QUALIFICATIONS AND PROVEN EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• An excellent grasp of both the English and Afrikaans languages together with fastidious language editing abilities.</li> <li>• Proven ability to research/manage events, conduct interviews and manage projects and promotional events to completion.</li> <li>• A working knowledge of the online editorial industry and environment together with an understanding of how multimedia and multi-platform news media and communication works together with a sound understanding of design and printing processes coupled to a sound grasp of teaching, learning and education structures.</li> <li>• Proven management skills.</li> </ul>
<b>COMPUTER SKILLS</b>	<ul style="list-style-type: none"> <li>• Above average skill in the use of MS Office and related hardware and software.</li> <li>• Above average skill in social media with reference to Facebook, Twitter, WhatsApp, Instagram and Pinterest.</li> <li>• Willing to acquire new skills on an on-going basis.</li> </ul>

<b>LANGUAGE SKILLS</b>	Exceptional ability to speak, read and write in both English and Afrikaans is essential.
<b>PERSONAL ATTRIBUTES</b>	<ul style="list-style-type: none"> <li>• Loyal, reliable, honest, dedicated, conscientious = integrity</li> <li>• Excellent writing and editing skills</li> <li>• Flexibility to adapt style to demands of the material</li> <li>• Ability to work under pressure and deliver under time constraints</li> <li>• Strong, intuitive interpersonal skills</li> <li>• Excellent verbal communication skills</li> <li>• Good planning and implementation skills</li> <li>• Strong analytical and conceptual thinking skills</li> <li>• Able to work independently and as part of a team</li> <li>• Should have good, sound news and communications judgement.</li> </ul>
<b>OTHER REQUIREMENTS</b>	Have a driver's license, be prepared to travel and occasionally be out of town as and when work demands.

### DESCRIPTION OF WORK AND KEY PERFORMANCE AREAS (KPA's)

**PURPOSE OF THE POST:** To lead and direct the media and communications function at the SAOU in order to protect and build the organisation's reputation as a union. In addition the candidate will develop, direct and execute strategies in association with other divisions that are aimed at creating and upholding a positive professional image through carefully planned communications strategies that employ all appropriate forms of print, audio and visual media, digital and otherwise.

<b>KEY PERFORMANCE AREAS</b>	<p><b>EACH AREA IS CRUCIAL TO THE SUCCESS OF THE POST</b></p> <ul style="list-style-type: none"> <li>• Create and manage a proactive media liaison approach;</li> <li>• Liaise with electronic and printed media;</li> <li>• Manage all reactive media queries within set deadlines;</li> <li>• Establish up-to-date and appropriate communication networks with members, schools, education communities and the media;</li> <li>• Draft media statements and any other required written communications and union points of view in collaboration with the CEO and the SAOU management structures;</li> <li>• Proactively identify topics requiring communication;</li> <li>• Research topics within the ambit of education and education unionism in order to offer advice and proactively address potential hot spots;</li> <li>• Liaise with the President, Provincial Chairpersons, Provincial Secretaries and national divisions on a daily/weekly basis to keep abreast of the latest developments affecting education nationally;</li> <li>• Update and refine the SAOU website and related social media;</li> <li>• Establish networks in the broader union and education communities;</li> <li>• Translate performance expectations into specific metrics and goals to identify and provide effective services, solve problems and achieve objectives.</li> </ul>
<b>ADMINISTRATIVE SERVICES</b>	<ul style="list-style-type: none"> <li>• Sound working relations with elected leaders and structures of all nine provinces.</li> <li>• Strategic coordination and chairing of meetings where applicable.</li> </ul>
<b>LOGISTICAL SUPPORT</b>	<ul style="list-style-type: none"> <li>• Ensures that an effective, coordinated communication and liaison function in regard to members across the board is in place.</li> <li>• Accepts responsibility for all communications and related duties.</li> </ul>
<b>EXTERNAL LIAISON</b>	<ul style="list-style-type: none"> <li>• Works in close association with the CEO on marketing and recruiting projects as required.</li> <li>• Promotes liaison with the employer, other unions and the media.</li> </ul>
<b>APPLICATION</b>	<ul style="list-style-type: none"> <li>• Application letter and an abridged CV marked <i>Media and Communications Officer</i> must be sent to Mr EJ Fourie at <a href="mailto:eddief@saou.co.za">eddief@saou.co.za</a></li> <li>• <b>Closing date: Wednesday 2 December 2015 at 12:00</b></li> <li>• Date of employment: 1 February 2016</li> </ul>