



merSETA
MANUFACTURING, ENGINEERING
AND RELATED SERVICES SETA

The Manufacturing, Engineering and Related Services Sector Education and Training Authority (merSETA) is a Schedule 3A public entity established in terms of the Skills Development Act (Act No. 97 of 1998) Registration Number 17/merSETA/01/04/20 to facilitate skills development for the Metal and Engineering, Motor Retail and Components Manufacturing, Automobile Manufacturing, Plastics Manufacturing and New Tyre Manufacturing Sectors Automotive Components Manufacturing Chamber.

EXTERNAL ADVERT

We have an excellent opportunity for the following professional to join Corporate Services Division.

Specialist Media Relations and Publications (C3)

Reference Number: SMRP/HO/25/02/25

Salary Level (Min. to Mid): R 481 232 – R 576 384 per annum

FIXED-TERM CONTRACT ALIGNED TO THE SETA LICENCE TERM

HEAD OFFICE

Purpose: This position is responsible for the effective and efficient implementation of media-based communication strategies for the merSETA to ensure the safeguarding of its reputation through effective media and public relations efforts. Furthermore, the position is responsible for managing the production of internal and external publications.

Key Responsibilities

The ideal candidate should be able to fulfill and perform the following key responsibilities:

- Efficiently and effectively implement and evaluate the impact of the media relations plans/strategy ensuring delivery according to approved policy and procedures.
- End-to-end responsibility for internal and external publications, ensuring efficient and effective planning, execution and delivery according to the SETA needs, requirements and specifications.
- Manage day-to-day media relations/media requests across all platforms, for brand and corporate issues to enhance and/or promote merSETA brand.
- Close collaboration with the Marketing and Communications team to execute plans for brand building, corporate promotions, internal communications and corporate affairs.
- Develop written materials including speeches, press releases, talking points, media standby statements on brand and corporate issues as required.
- Build relationships with key media contacts and identify opportunities to proactively pitch brand and corporate stories through all media channels, including social media as appropriate.
- Develop and implement brand PR programmes, in accordance with approved communication plans/strategies, to support brand building initiatives/innovation/corporate promotions to promote the merSETA brand effectively.



- Edit written communication messages/news before distribution to internal and external audiences.
- Serve as media liaison between the merSETA and various media outlets.
- Initiate, plan, coordinate and oversee media networking sessions to build and maintain strong relationships with the media.
- Efficient and effective implementation of publications strategy.
- Edit and proofread articles and other organisational documents.
- Support marketing efforts to expand the reach of publications and other resources and develop new initiatives to ensure appropriate information is shared with the right audiences via available channels.
- Coordinate inventory management of print publications.
- Develop budget to ensure the production of external magazines, corporate brochures and any other publications as required.
- Knowledge-sharing, documentation of information and informing key stakeholders on new information when required.

Qualifications and Experience

- 3-year National Diploma or equivalent NQF Level 6 qualification in Communications, Journalism, Public Relations, International Relations or related field.
- Bachelor Degree or equivalent NQF Level 7 or higher qualification in Communications, Journalism, Public Relations, International Relations or related field is advantageous.
- Minimum of 3 years' experience working in a media relations role, publications or in public relations.

Knowledge and Skills

- PowerPoint, excel, internet, and other public relation tools experience.
- Twitter, Facebook, YouTube and other social media platforms experience.
- Excellent Written and verbal Communication abilities
- Information Gathering
- Excellent organizational and administrative skills.
- High level of attention to detail and accuracy.
- Strong interpersonal skills with the ability to build effective relationships

Offer

The merSETA offers a competitive salary package and an opportunity to work with a dynamic and diverse team. If you meet the requirements and are interested in this exciting opportunity, please submit your application for consideration.



CLOSING DATE: 25 February 2025

The merSETA is an equal opportunity employer and preference will be given to suitably qualified Affirmative Action Candidates and People Living with Disabilities in line with the Employment Equity Plan. To apply for this opportunity, submit a fully completed and signed job application form, a detailed curriculum vitae with three references, clearly quoting the Job Title and Reference Number as a subject in the email:

recruitment@merseta.org.za

Only short-listed candidates will be contacted. Should you not be contacted within 2 months after the closing date, please know that your application was not successful.

The merSETA reserves the right not to make an appointment.

Applicants are urged to follow all instructions as outlined in the advert when submitting their applications.