



SEFAKO MAKGATHO HEALTH SCIENCES UNIVERSITY

DEPARTMENT OF COMMUNICATIONS AND MARKETING

Sefako Makgatho Health Sciences University (SMU) is on a renewal path with exciting and unique opportunities to shape the training of medical and other health professionals, and scientists in general. We are on a vigorous campaign to attract top talent to join our exciting journey, as reflected in the opportunities below:

Public Relations Officer (1 post)

Ref: 17/2024/MJM/P8

The incumbent will be responsible for developing staff and student publications e.g., newsletters, coordinates daily internal communications to staff and students, coordinates media interactions and effectively. He/She will also maintain the institution's social media presence, coaching stakeholders/spokesperson on media interactions, updating social media platforms with relevant information, monitoring institution reputation on social media, generates standard operational reports for leadership and effectively providing support to the department in pursuit of its strategic and operational goals and objectives. The successful incumbent will report to the Director: Communications and Marketing and must meet the requirements, competencies and be responsible for the following key performance areas below.

REQUIREMENTS

- Degree in Communications, Journalism, Media studies or Public Relations
- Four (4) years public relations and communications related experience
- Experience in a higher education context an added advantage
- Demonstration of innovation in the discipline will be an added advantage
- Evidence of participation in community project or community related activities
- Proven ability to navigate online platforms such as Blackboard Collaborate, Zoom and Microsoft Teams with requisite proficiency
- Computer literacy, with a sound knowledge of MS Word, MS Excel and Internet

COMPETENCIES

- Technical/ professional knowledge and skill
- Relationship Management
- Communication
- Group Facilitation
- Decision Making
- Work Management
- Delegation
- Cost Estimating
- Mediation

- Human Resource Allocation
- Stress Management
- Goal Setting
- Stakeholder Liaison
- Information Analysis

KEY PERFORMANCE AREAS

- Develops staff and students publications e.g. newsletters
- Coordinates daily internal communications to staff
- Coordinates development and distribution of branded office consumables to staff e.g. calendars, desk pads, etc.
- Monitors internal communications channels (intranet)
- Maintains staff mailing database
- Acts as internal media representative and coordinates media interactions
- Maintains institution's social media presence and updating social media platforms with relevant information
- Attending community and students' campaigns/events
- Taking photographs and gathering information for articles
- Compiling information packs for media interactions
- Monitoring institution reputation on social media
- Referring requests for information/interviews to designated spokesperson
- Coaching stakeholders/spokesperson on media interactions
- Responding to feedback on social media
- Generates standard operational reports for leadership
- Reposts brand damage to leadership for investigation
- Remains abreast with SHE policy and procedures
- Contribute to the overall development of SMU, and actively promote institutional culture
- Any other duties assigned by the Line Manager

Closing date: 17 March 2024

Applications from Employment Agency will not be considered.

Typed applications (**quoting the reference number**) which should contain a comprehensive curriculum vitae, certified copies of all qualifications and contact details of three referees, should be forwarded, for the attention of Mr MJ Mopai, to the Human Resources Department, P.O Box 68, Medunsa, 0204 or e-mail applications in MS Word and PDF format, to hr.recruitment6@smu.ac.za

The applications may also be posted OR hand delivered to (place in the application box):

Human Resources Department, 5th Floor, Clinical Pathology building, Sefako Makgatho Health Sciences University, Molotlegi Street, Garankuwa, OR Human Resources Department, P. O. Box 68, MEDUNSA, 0204.

It is the applicant's responsibility to have foreign qualifications evaluated by the South African Qualification Authority (SAQA). Failure to submit the requested documents/information will result in your application not being considered.

Telephonic enquiries regarding conditions of service: (012) 521-3624

The Sefako Makgatho Health Sciences University is an Equal Opportunity and Affirmative

Sunday Times, 25 Feb 2024

Action Employer.

Correspondence will be limited to short-listed candidates only. Applicants who have not been contacted within 30 days of the closing date must consider their applications as unsuccessful.

The university reserves the right to make or not to make an appointment

Final