



**national treasury**

Department:  
National Treasury  
REPUBLIC OF SOUTH AFRICA

## OFFICE OF THE DIRECTOR-GENERAL

DEPUTY DIRECTOR: MARKETING, ADVERTISING AND PUBLIC RELATIONS

Remuneration Package R733,257.00 per annum (All-Incl.)

Reference: (Ref. S008/2021)

Pretoria

**The incumbent will be required to:** Coordinate stakeholder engagement and implement media, public relations and social media strategy for the National Treasury.

**Requirements:**

- A minimum National Diploma/Degree in Communications / Marketing/ Public Relations
- A minimum 4 years' experience obtained in a communication/ or public relations environment
- Knowledge and exposure of interaction and engaging with media and communications institutions
- Knowledge of the broader public service framework on communications within the public service.

**Some Key outputs: Marketing and Advertising of National Treasury Offerings:** Coordinate the development and implementation of a marketing, advertising and social platform strategy • Coordinate the awareness of promotional projects for the National Treasury, in conjunction with business units • Manage the placement of public notices in accordance with best practices and latest trends • Publish departmental content on relevant social media platforms **Public Relations and Social Media:** Develop and implement a public relations strategy • Lead content sourcing process from NT divisions • Analyse media coverage to inform content development • Manage media stakeholder relations by communicating

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The National Treasury is an equal opportunity employer and encourages applications from women and the persons with disabilities in particular. Our buildings are accessible to people with disabilities.

Applications should be accompanied by the newly amended a fully completed Z83 (non-negotiable) comprehensive CV and originally certified copies of qualifications and ID. Please forward your application, quoting the relevant reference number and the name of the publication on the subject line of the email, to the e-mail address mentioned.

Kindly note: applications that are not compliant with the above requests will not be considered. The Department reserves the right not to fill the post.

Please note: All shortlisted candidates for SMS posts will be subjected to a technical exercise that intends to test relevant technical elements of the job, the logistics of which will be communicated by the Department. Successful candidates will be appointed on probation for the period of twelve (12) months into the prescribed rules

All short-listed candidates will be subjected to personnel suitability checks and the successful candidate will undergo security vetting. It is the applicant's responsibility to have foreign qualifications evaluated by the South African Qualifications Authority (SAQA). If you have not received feedback from the National Treasury within 3 months of the closing date, please regard your application as unsuccessful.



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with National Treasury audience on social media platforms • Build and regularly maintain positive relationships with internal and external stakeholders to sustain good public relations image of the Department • Design and implement social media strategy and tactics to align with National Treasury's goals • Ensure that use of social media in National Treasury integrates with National Treasury's communication strategy **Communication projects:** Provide assistance in litigation matters • Assist in planning, implementing and co-ordinating communication projects and other related events including content development and preparation of press releases and speaking notes • Assist with drafting and implementing communication plans for various communication projects • Assist with the co-ordination of the layout, design and editing of the strategic plan, annual report, peoples guide to the budget, estimates of national expenditure, budget review, estimates of national revenue, budget highlights, budget speech, the newsletter and other publications • Oversee National Treasury's social media accounts **Media management:** Set up and manage a National Treasury media database, regularly updating media contacts • Assist with media related work such as workshops, conferences, briefings and events related to the Department with specific emphasis on the budget and MTBPS, IGRF etc. • Provide media management support to Director: External Communication • Issue media statements and upload these on social media and the NT Media WhatsApp group.

Applications may be sent via e-mail to [Recruit.OMIN@treasury.gov.za](mailto:Recruit.OMIN@treasury.gov.za)

**Closing date:** 12 March 2021 at 12:00 pm

***Please note: Applications must be submitted using the newly implemented Z83 form obtainable on the National Treasury website career page as well as the Department of Public Services and Administration vacancy page. Please note that should you not use the newly amended Z83 and complete it in full, the department reserves the rights to disqualify your application. We only accept applications sent via email to the mentioned email address in a PDF format. The National Treasury no longer accepts hand delivered or posted applications. Please also ensure that you read the full advert for guidance on how to send your applications.***

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For further information regarding the positions please visit our careers page <http://www.treasury.gov.za/careers/default.aspx> or contact: Human Resources on 012 315 5100, follow the voice prompts and press number 2.

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