

EXTERNAL CIRCULATION

Social Media Communications Officer – George – Permanent

Office of Municipal Manager

MMCIGR4456

Reference: 01/01/2023

Salary : R 318 144 - R412 992 per annum T11
Service Benefits : Medical Aid, Pension, Housing/Rental Allowance (subject to prescribed requirements), 13th Cheque and Group Life Insurance

MINIMUM REQUIREMENTS:

- Relevant post matric certificate ICT certificate/ Diploma in the relevant profession
- Computer literate (MS Office)
- Theoretical and practical understanding of the media/communications environment
- Professional, specialized skills and knowledge
- Code B Driver's License
- 0-2 year's relevant experience
- Able to communicate 2 of the 3 official languages of the Western Cape

COMPETENCIES:

Core Professional Competencies

- Communication
- Organisational Awareness
- Conceptual Thinking

Functional Competencies

- Project Management
- Information Measuring and Monitoring
- Technology Usage

Public Services Competencies

- Service Delivery Orientation
- Interpersonal Relationships
- Customer Orientation and Customer Focus

Personal Competencies

- Action Orientation
- Resilience
- Accountability and Ethical Conduct
- Learning Orientation
- Direction Setting
- Impact and Influence
- Team Orientation

KEY PERFORMANCE AREAS:

- To improve communication channels and develop social media action plans in line with existing policies utilizing the official social media channels of the George Municipality inter alia the Website, Facebook, Twitter, the Municipal APP, You Tube, Instagram, LinkedIn and Whatsapp.
- To ensure that specific issues are fully dealt with from a social media perspective and to optimize news flow to the appropriate target audience.
- To ensure that the guidelines of the CI Manual are maintained and to constantly improve on the media and public interface with the public of George.

- To ensure that social media issues affecting the City are identified and dealt with professionally, thereby minimizing reputational risk.
- To ensure that the Municipality has information on how to operate various social media tools so that it's potential can be maximized, as well as to proactively identify trends and developments in this rapidly changing field.
- To pursue maximum, positive coverage and exposure for the municipality, George and surrounds for specific events and projects
- To maintain and expand the online presence of George Municipality to promote its image and services.
- To ensure that media queries and issues are effectively and professionally addressed.

SPECIAL CONDITIONS

- Required to deal with issues during normal working hours, after hours and attend events across the municipal area and beyond.
- Will interact on a "per issue basis" with all functional levels in the organisation, including political levels.
- Need to be passionate about social media tools and using these to communicate and develop messaging suitable to the local government environment.
- The duties listed in this job description are not exhaustive, and the employer is entitled to instruct the employee at any time to carry out additional duties or responsibilities which fall reasonably within the ambit of the job description, or in accordance with operational requirements. Should a grievance be felt with regard to any such instruction issued, representation may be made to supervisor or higher authority by means of the grievance procedure, but in the first instance the instruction shall be obeyed.

ENQUIRIES: Ms Chantel Edwards (044 – 801 9160)

Applicants must submit a formal application form and a comprehensive CV, copies of qualifications, identity document and driver's license. Applications must be submitted **electronically** preferably as one PDF document to recruitment@george.gov.za.

Application forms can be obtained from the Municipal website, www.george.gov.za and must reach the Human Resource Department on or before 10 February 2023 at 12:00. **Applicants must clearly state in the reference number and position title in the subject line of the email.**

Disqualification:

Please note that the following will lead to disqualification:

- 1. Non-submission of copies of academic qualifications/records.**
- 2. Canvassing of Councillors.**
- 3. Submission of fraudulent qualifications and/ or documents.**

NB: Please note that shortlisted candidates will be subjected to a vetting process. By applying for this position, candidates agree to background checks being performed.

The Municipality reserves the right not to make an appointment.

Should you not hear from us within 30 days of the closing date, kindly regard your application as being unsuccessful.

George Municipality is an equal opportunity employer which subscribes to the principle of affirmative action and Employment Equity. Preference will be given to applicants from the designated/under represented groups.

CLOSING DATE: 10/ 02 /2023

**VACANCY
VAKATURE**

