

The South African Nursing Council (SANC) is the body entrusted to set and maintain standards of nursing education, training and practice in the Republic of South Africa. It is an autonomous, financially independent, statutory body, initially established by the *Nursing Act, 1944* (Act No. 45 of 1944), and currently operating under the *Nursing Act, 2005* (Act No. 33 of 2005). The SANC currently has the following vacancy, and candidates that meet the requirements as provided are invited to apply.

INTERNAL AND EXTERNAL ADVERTISEMENT

<u>DEPARTMENT</u>	: COMMUNICATION AND MARKETING
<u>POSITION</u>	: DIGITAL COMMUNICATION SPECIALIST
<u>REFERENCE NUMBER</u>	: DCS/001/10/2020
<u>REMUNERATION</u>	: R426 970.77 TO R520 474.98
<u>TERMS OF APPOINTMENT</u>	: PERMANENT
<u>CLOSING DATE</u>	: 30 OCTOBER 2020

MINIMUM REQUIREMENTS:

- National Diploma or Degree in Marketing, Communication, Public Relations or an equivalent qualification
- 5 years' experience in a Digital Communications environment
- 2 years' working experience in a Communications environment within a corporate organization / organ of state or a public entity or statutory council will be regarded as an added advantage
- Experience in the Health related regulatory environment will be regarded as an added advantage.
- Valid driver's licence.

REQUIRED KNOWLEDGE:

- Ms Office skills
- Knowledge in the design and execution of digital communication strategies linked to overall organisational strategy
- Knowledge and experience in information systems and technology for communications
- Strong networking focus
- CMS Website and Intranet Management experience.
- Capability to work on bulk emails and SMS systems
- Digital Communication Management
- Knowledge of communication protocols and a very good understanding of and experience in the use of different social media channels



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website: www.sanc.co.za

COMPETENCIES/ SKILLS:

- Job knowledge
- Technical skills
- Excellent writing skills
- Creative
- Social media expert
- Acceptance of responsibility
- Quality of work
- Reliability
- Initiative
- Communication
- Interpersonal relationships
- Flexibility
- Team work
- Planning and execution

PERFORMANCE OUTPUTS:

- Contribute to the development and implementation of social media strategies for the SANC, including its website and intranet.
- Provide content and regular reports for different types of media channels and adhering to deadlines.
- Support activities associated with research, content development, production, promotion and measurement.
- Distribute company publications and communication using the relevant tools and approved processes.
- Monitor and respond to queries, feedback and requests related to the communication strategy and action plans.
- Ensure brand positioning and relevant messages are strategically promoted and reinforced in all communication, especially via social media channels.
- Ensure the design and implementation of a digital marketing and communication strategy and action plan aimed at promoting the image and mandate of the SANC, as well as the image of nursing
- Measure the effectiveness of the digital communication strategy and the impact of the brand.
- Report on effectiveness of brand awareness initiatives.
- Establish and maintain a system to report potential risks as perceived in digital and social media.
- Manage, evaluate, develop action plans to mitigate/eliminate these risks
- Comply with relevant policies, guidelines, protocols and procedures.
- Develop, review and update policies and SOPs related to social media within the marketing and communication strategies.
- Manage the tools and processes related to digital communication and action plans
- Manage multiple projects across a range of stakeholder groups.
- Work in close collaboration with cross-functional colleagues to ensure consistent, integrated deliverables and experience.
- Perform *ad hoc* tasks as delegated by the line manager/ supervisor.

NB: Applications must be completed in full on the prescribed form, obtainable from the SANC website (www.sanc.co.za). Applications may be e-mailed to dc@www.sanc.co.za.

Incomplete applications or those which do not meet the above requirements will not be considered.

All applications must be accompanied by certified (not older than six months) copies of identity document and all relevant educational and professional qualifications as well as proof of professional registration, together with an up-to-date, detailed curriculum vitae (CV) including information on key performance areas and three contactable references, including the most recent employer. Foreign qualifications must be accompanied by a SAQA evaluation certificate.

The SANC will conduct background checks (e.g. employment verification and reference checks as indicated on the CV, as well as in respect of criminal record, citizenship, financial records, qualifications, driver's license and professional registration, if applicable). First preference will be given to South African citizens.

The successful candidate will be appointed on a 12-month probation basis and will be permanently employed if all of the performance requirements are met during probation. Candidates may be subjected to practical tests and a competency-based assessment, determined by the SANC.

Please note: Correspondence will be limited to shortlisted candidates only; therefore, if you have not been contacted within four (4) months of the closing date of this advertisement, please accept that your application was not successful. The SANC is committed to employment equity and therefore people living with disabilities are encouraged to apply. Enquiries may be directed to Mr Mbongiseni Ntuli, at tel. no. (012) 426 9533. The South African Nursing Council reserves the right not to make any appointment.