ADVERT FOR COMMUNICATION AND LIAISON OFFICER

The South African Council for Planners
SACPLAN

SOUTH AFRICAN COUNCIL FOR PLANNERS (SACPLAN)

POSITION: COMMUNICATION AND LIAISON OFFICER

SALARY - Total Cost to Council of R293 00 - 320 042.00 per annum.

Purpose: The Communication and Liaison Officer promotes and maintains active engagement with stakeholders, administers operationalisation of Memorandums of Understanding (MoUs) and ensures that the stakeholder management strategy is operationalised through a communication plan that is comprehensive and updated from time to time in line with SACPLAN strategic goals and objectives.

Reporting to the Marketing and Stakeholder Relations Manager and/or The Registrar of SACPLAN, the Communication and Liaison Officer renders high quality, effective, comprehensive and coherent online and offline engagement and communication to the market to develop and improve SACPLAN's brand through maintaining accurate reporting and positive media relations in line with the communication strategy while keeping a diary of upcoming events, workshops and meetings.

Qualifications Requirements: Relevant NQF Level 7 qualification or equivalent in Communications, Marketing or Public Relations

Experience – At least 5 years' relevant experience in Communications, Marketing or Stakeholder Management. The applicant must have a demonstrable proven track record in the following:

- Good understanding of the planning profession, legislative frameworks, commerce, supply chain, business growth.
- Ability to read, analyse and interpret complex documents. Ability to respond effectively to the most sensitive queries or complaints.
- Ability to write speeches and articles using original and innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups and/or board of directors.
- Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in relation to various stakeholders needs/requirements.
- Ability to generate statistical data, interpret them in figures and diagram form and deal with several abstract and concrete variables.
- Ability to interpret organisational marketing strategy and regularly assess its effectiveness to inform future reviews.
- Strong understanding and experience of corporate communications
- A good understanding of best practice in digital communication including websites, intranets, e-marketing and social media
- A first-class track record of developing and implementing integrated communications strategies

Knowledge and Skills: Strong understanding and experience of corporate communications, a good understanding of best practice in digital communication including websites, intranets, e-marketing and social media, and a first-class track record of developing and implementing integrated communications strategies. The applicant should have report writing skills, leadership skills, communication skills, stakeholder management skills, team building skills, policy/legislation analysis and application skills, organisational skills, interpersonal skills, project management skills, problem solving skills, financial management skills, strategic planning skills.

Business Administration: The ability to oversee and supervise council operations. This includes office administration; accounting; implementation of legislative and policy frameworks, communicating (verbally and in writing), financial and investment management; project and task management; research and development; marketing and management of stakeholder relations.

By submitting your application for the position of Communication and Liaison Officer at SACPLAN you are consenting to the use of your personal information for recruitment and selection purposes. Kindly note that the recruitment and selection process will include shortlisted and preferred candidates undergoing a screening process and competency assessments including but not limited to criminal & security checks, personal, reference and qualifications verification, throughout the recruitment and selection process and /or subsequent employment.

Successful candidates will be required to sign an employment contract, a performance contract as well as disclose their personal interests.

For more information on this position please visit our website at www.sacplan.org.za under "Notices" or "What's New"

Applications

An application containing a covering letter, comprehensive CV, certified copies of qualifications, ID and driver's license must be sent electronically to:

The Acting Registrar, South African Council for Planners
Email: kmotha@sacplan.co.za

Enquires to be directed to:
Ms Kemisetso Motha
Email: kmotha@sacplan.co.za
Tel: 0113180460

CLOSING DATE: 15 August 2025

NOTE

No late applications will be accepted.

Your CV should cite three contactable referees. Correspondence will be limited to successful candidates only. If you have not been contacted within two months of the closing date of this advertisement, please accept that your application was unsuccessful.

No applications from recruitment companies will be accepted. SACPLAN reserves the right not to make an appointment.

REQUIREMENTS

SPECIFIC REQUIREMENTS:

- Flexibility to work overtime and/or irregular hours
- Must be willing to travel

REQUIREMENTS SPECIFIC TO THE JOB

Qualifications	**Minimum:** Relevant NQF Level 7 qualification or equivalent in Communications, Marketing or Public Relations
Experience	**Minimum:** At least 5 years' relevant experience in Communications, Marketing or Stakeholder Management
Language Skills	Ability to read, analyse and interpret complex documents. Ability to respond effectively to the most sensitive queries or complaints. Ability to write speeches and articles using original and innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups and/or board of directors
Reasoning Ability	**Very High Skills**: Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in relation various stakeholders needs/requirements. Ability to generate statistical data, interpret them in figures and diagram form and deal with several abstract and concrete variables. Ability to interpret organisational marketing strategy and regularly assess its effectiveness to inform future reviews.
Knowledge	• Strong understanding and experience of corporate communications • A good understanding of best practice in digital communication including websites, intranets, e-marketing and social media • A first-class track record of developing and implementing integrated communications strategies

ACCOUNTABILITIES		
Note: The following list of Key Performance Areas and job activities are not exhaustive. SACPLAN may instruct the employee at any time to carry out additional duties or responsibilities, which fall reasonably within the ambit of the job, or in accordance with operational requirements. **Key:** **KPA: What their area of responsibility includes** **Job Activities: How will the employee go about implementing the KPA** **KPI: How will we know the key performance area has been performed successfully?**		
Key Performance Areas (KPA's)	**Job Activities**	**Key performance Indicators (KPI's)**
1. Stakeholder Engagement	• Maintain the stakeholder management strategy in line with business goals • Maintain stakeholder relationships • Monitor the effectiveness of the stakeholder management strategy	• Active engagement with stakeholders • Updated stakeholder management strategy
2. Brand Transformation Management	• Develop key messages for all audiences to communicate SACPLAN's core brand identity • Create marketing and communication campaigns / initiatives to assist in transforming the Planning industry • Introduce social media campaigns to create awareness of SACPLAN's mandate and overall planning industry in South Africa • Execute, in consultation with the CEO, all communication activities and public relations (marketing materials, advertising, client communications, direct mail, marketing campaigns, press releases, events, etc.) • Ensure that web messaging is consistent with overall brand objectives • Safeguard the reputation of SACPLAN on an ongoing basis through effective reputation management • Maintain the longer-term brand identity and strategy for SACPLAN	• Accurate communication to the market • Successful brand recognition and improvement through brand surveys • Effective reputation management • Brand development and improvement in the market
3. Media Relations management	• Support an effective and coherent online and offline engagement and communications infrastructure	• Accurate reporting • Positive media relations • Diary kept of events, meetings, and workshops attended
4. Committee Support	• Support of the Transformation and Communication Committee	• Minutes of meetings properly documented

	• Sit on all Transformation and Communication Committee meetings • Liaise extensively with committee (verbally and in writing) • Attend to any research in relation to committee work and/or special projects • Liaise and communicate with internal and external stakeholders as per Council's protocol • Ensure execution of resolutions as per set timelines • Perform comprehensive committee/s support within portfolio eg. Minutes, meetings, follow-ups, record keeping, administration, etc.	• Attend meetings • Support Committees with queries
5. Internal communication	• Manage and coordinate the execution of internal communications • Coordinate the management of the website • Coordinate the production and publication of corporate publications including: the annual report, public newspapers • Coordinate internal events	• Annual report • Up to date website • Events