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Your Future, Your Life!

External Job Posting

JOB TITLE	Marketing & Communications Officer
DEPARTMENT	Corporate Services
REPORTS LINE	Senior Marketing & Communications Officer
POSTING DATE	22 nd of October 2024
CLOSING DATE	25 th of October 2024

MAIN PURPOSE

To enhance ENPF's brand visibility, reputation, and stakeholder engagement through effective marketing and communications strategies. This involves developing and implementing targeted campaigns, managing media relations, fostering goodwill, and addressing stakeholder concerns while ensuring alignment with organizational goals and brand standards.

Essential Functions of the Position Include, but Are Not limited to, the Following:

- Serve as the secondary spokesperson for ENPF, representing the organization at public events, media interviews, and conferences.
- Develop and deliver engaging presentations, speeches, and internal communications.
- Manage media relations, including responding to inquiries, coordinating media events, and issuing press releases.
- Support the development and implementation of strategies to engage key stakeholders through advertising, direct mail, events, and new media campaigns.
- Contribute to building and maintaining positive relationships with external stakeholders.
- Attend to press queries and coordinate media briefings and workshops.
- Assist in the production of radio and television programs to raise awareness and knowledge of ENPF.
- Conduct surveys to assess the effectiveness of ENPF's communication strategies.
- Contribute to the development of content for the Annual Report and other publications.
- Draft speeches, presentations, and press releases.
- Create compelling content for various marketing materials, including brochures, website copy, social media posts, and presentations.
- Create and implement digital marketing campaigns, including social media content, email marketing, and website updates.
- Track and analyse campaign performance to measure effectiveness and identify areas for improvement.
- Assist in developing and implementing social media strategies to increase online presence and engagement.
- Develop and design visually appealing graphics for various media, including advertisements, social media content, websites, and marketing materials.
- Create compelling visuals and layouts for product illustrations, company logos, and websites using software like Adobe Creative Suite.
- Ensure all graphic works adhere to ENPF's brand guidelines and style.

QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- Data Analytics Certification is a plus.

EXPERIENCE AND KNOWLEDGE

- Minimum 3 years of experience in marketing, communications, or a related field.
- Strong public speaking skills in both Siswati and English.
- Proven ability to implement marketing campaigns.
- Proficiency in digital marketing tools and platforms.
- Experience with graphic design software such as Adobe Creative Suite, Affinity, and Canva.

PERSONAL ATRIBUTES AND SKILLS REQUIREMENTS

- Exceptional Interpersonal, Communication and Relationship Management, Stakeholder Management, Problem-Solving, Written, Verbal, And Visual Communication Skills.



Board Members:

Mr. Mduduzi Gina | Mr. Bheki Maziya | Mr. Nathi Dlamini | Mr. Tum Dupont
 Ms. Maureen Nkambule | Mr. Mashumi Shongwe | Ms. Khanyisile Dlamini-Dube
 Mrs. Dudu Ndzinisa | Mr. Mthunzi Shabangu | Ms. Thuli Mdluli | Futhi Tembe (CEO)

Interested applicants should submit their cover letters, comprehensive curriculum vitae, certified copies of academic certificates to recruitment@enpf.co.sz. Only emailed applications will be accepted. The advert will also be available at <https://enpf.co.sz/vacancies/>.

Only shortlisted candidates will be contacted.