

## **JOB PROFILE:** **Senior Manager: Communications and Stakeholder Relations**

<b>1. POSITION DETAIL</b>	
<b>JOB TITLE / FUNCTION</b>	Senior Manager: Communications and Stakeholder Relations
<b>LOCATION:</b>	Midrand
<b>DATE REVIEWED:</b>	March 2022
<b>GRADE LEVEL</b>	
<b>OVERALL PURPOSE OF THE JOB</b>	
<p>To provide an effective internal and external communications service to the SACAA.</p> <p>To manage content development and quality control all communications with external and internal stakeholders.</p> <p>To oversee the management of media in all its forms.</p> <p>To develop the SACAA brand and marketing the organisation to be a leading Aviation Authority.</p> <p>To develop, manage and implement a robust Stakeholder Management Strategy and Plan, including International and Regional Relations.</p> <p>To oversee the implementation of the SACAA socio-economic development plan.</p>	

<b>2. EDUCATION (FORMAL QUALIFICATION REQUIRED)</b>	
<b>MINIMUM</b>	
Bachelor's Degree or equivalent formal qualification in Public Relations / Communication/ Marketing / Stakeholder Relations or other relevant qualification at an at an NQF level 7.	
<b>IDEAL</b>	
Post graduate qualifications: Honours Degree in Public Relations / Communications/ Marketing / Stakeholder Relations / Management / Leadership or other relevant qualification at an NQF level 8.	

<b>3. EXPERIENCE (MINIMUM EXPERIENCE REQUIRED - TYPE AND NUMBER OF YEARS)</b>	
<b>JOB TITLE / FUNCTION</b>	<b>MINIMUM TIME SPENT IN JOB</b>
Public Relations or Communication and/or	10 or more Years
Stakeholder Relations	10 or more Years
Management	5 -10 Years

<b>4. POSITION IN THE ORGANISATION</b>	
<b>Organisation</b>	South African Civil Aviation Authority
<b>Division</b>	Corporate Services
<b>Department</b>	Communications and Stakeholder Relations
<b>Section</b>	Communications and Stakeholder Relations
<b>Position being Evaluated</b>	Senior Manager: Communications and Stakeholder Relations
<b>1st Line Manager</b>	Executive: Corporate Services
<b>2nd Line Manager</b>	Director of Civil Aviation
<b>Direct Subordinate(s)</b>	Manager: Communications
	Specialist: Events, CSI and Branding
	Manager: Aviation Development and Stakeholder Relations
	Manager: Customer Relationship Management

5. POSITION DESCRIPTION		
KPA / MAIN OUTPUTS AND RESPONSIBILITIES FOR THIS POSITION	DETAILED DESCRIPTION	WEIGHING / TIME SPENT
Communications	<ul style="list-style-type: none"> <li>Develop and implement a comprehensive and effective Communication Strategy and Plan</li> <li>Monitor and evaluate the effectiveness of the communication services through surveys</li> </ul>	15%
Stakeholder Management including International and Regional Relations	<ul style="list-style-type: none"> <li>Develop and implement a comprehensive Stakeholder Management Strategy and Plan</li> <li>Monitor and evaluate the effectiveness of the stakeholder services through surveys</li> <li>Manage International and Regional Relations</li> </ul>	15%
Media Management	<ul style="list-style-type: none"> <li>Oversee the SACAA media management and media relations including publicity for the SACAA.</li> <li>Ensure that the SACAA image is protected against negative coverage</li> </ul>	15%
Customer Relationship Management	<ul style="list-style-type: none"> <li>Develop policies and procedures for the Customer Relationship Management section and ensure compliance with the same</li> </ul>	5%
Socio-Economic Development	<ul style="list-style-type: none"> <li>Develop the SACAA socio – economic development (SED) Plan and oversee the implementation of the socio- economic development programme</li> <li>Monitor and evaluate the effectiveness and impact of the campaigns</li> </ul>	5%
Aviation Development	<ul style="list-style-type: none"> <li>Develop policies and procedures for the Aviation Development Section and monitor adherence to the same</li> <li>Manage aviation education campaigns and deliver on the annual plans</li> <li>Oversee the management of industry campaigns</li> </ul>	5%
Publications and Content management	<ul style="list-style-type: none"> <li>Manage the development and editing of internal and external publications including the annual report and DCA's Report</li> <li>Establish an editing service to manage the quality of the SACAA content</li> </ul>	15%
Management of the SACAA Communication Platforms Content Management	<ul style="list-style-type: none"> <li>Manage digital communication platforms and tools e.g., website, intranet, etc. <ul style="list-style-type: none"> <li>Manage the SACAA Social Media presence e.g., Twitter, Instagram, Facebook, YouTube</li> </ul> </li> </ul>	5%
Events and Brand Management	<ul style="list-style-type: none"> <li>Develop, implement and maintain SACAA brand and marketing strategy</li> <li>Oversee and manage the SACAA corporate and internal events.</li> <li>To develop, manage and maintain the SACAA Corporate Identity and image</li> </ul>	5%
Management of Department and Subordinates	<ul style="list-style-type: none"> <li>Oversee the entire staff compliment in the Communications and Stakeholder Relations department and manage their performance</li> <li>Manage the staff training and development</li> <li>Implement HR programmes aimed at respective staff members</li> </ul>	8%
Financial	<ul style="list-style-type: none"> <li>Develop and maintain effective budget</li> <li>Manage expenditure and savings</li> </ul>	7%

6 Competencies (Skills and Behavioural Attributes)	
CORE COMPETENCIES	WEIGHTING IMPORTANCE
Judgment and Decision making	Advanced
Problem solving and analysis	Advanced
Attention to detail	Advanced
Planning and organising	Advanced
Digital/Technological Acumen	Intermediate
Innovation	Intermediate
Customer Centricity and Service Excellence	Advanced
Stakeholder relationship management and engagement	Advanced
Leadership (self and others)	Advanced
Resilience	Advanced
Learning Orientation	Advanced
Teamwork and Collaboration	Advanced
Communication	Advanced
Influence	Intermediate
LEADERSHIP COMPETENCIES	WEIGHTING IMPORTANCE
Systems and Strategic Thinking	Advanced
Business Acumen	Advanced
People Development	Advanced
Change Management	Intermediate
Governance, Compliance and Risk Management	Intermediate
FUNCTIONAL COMPETENCIES	WEIGHTING IMPORTANCE
Marketing	Intermediate
Reporting	Advanced
Budget Monitoring and Management	Intermediate
Quality Management	Intermediate
Compliance and legislation	Intermediate
Digital marketing	Basic
Brand management	Intermediate
Monitoring and evaluation	Advanced
Knowledge of the SACAA business	Advanced
Knowledge of the regulatory framework and processes	Intermediate

7. Other Special Requirements
All tasks and responsibilities as specified by the SACAA quality manual and SACAA quality manual procedures references, including references to all staff and generic terms such as executive management and all reasonable tasks as assigned to me by relevant management.

8.	PARTICIPANTS			
8.1.	INPUT PARTICIPANTS			
PARTICIPANT NAME		PARTICIPANT DESIGNATION		
Daphney Chuma		Senior Manager: Communications & Stakeholder Relations		
Mmathapelo Ramaboa		HR Business Partner		
8.2.	APPROVED BY			
NAME		DESIGNATION	APPROVED	DATE APPROVED
Phindiwe Gwebu		Executive: Corporate Services		