



## JOB PROFILE

A. Post Information	
<b>Post Title</b>	Communications Coordinator
<b>Component</b>	Programmes Support Division
<b>Location</b>	Head Office - Johannesburg
<b>Post Reports To</b>	Head: Human Rights Advocacy and Communication Programme (HuRACP)

Job Profile Validation	
<b>Profile Validated By:</b>	
<b>Date Validated:</b>	

Job Evaluation Outcome	
<b>Confirmed Grade:</b>	
<b>Date Graded:</b>	

## B. Job Purpose

*Brief statement outlining the overall purpose/reason for existence of the post (one or two sentences).*

To deliver an effective internal and external communication support service within the commission to optimise the SAHRC brand and communication platforms.

## C. Key Responsibilities

*List major activities and contribution to the organisation for which this post is held accountable*

Key Performance Areas (KPA)		Activities (Linked to each of the KPAs)	
No.	KPA Description	No.	Activity Description
1	Provide leadership, direction, advise and support to the Communications unit	1.1	Manage the development of annual performance plans and operational plans for the unit
		1.2	Ensure the implementation of the operational plan of the unit through the effective definition of performance targets and measures in order to evaluate success
		1.3	Measure and monitor achievement of strategic objectives of the unit and take corrective actions where required.
		1.4	Responsible for the management of the budget of the unit and ensuring that expenditure is in line with budget limits.
		1.5	Plan, organise and control activities and resources pertaining to the functions of the unit.
		1.6	Oversee and manage the human resources within the unit in an efficient and effective manner.
		1.7	Ensure good governance within the unit in line with relevant legislation, regulations and policies.

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Key Performance Areas (KPA)		Activities (Linked to each of the KPAs)	
No.	KPA Description	No.	Activity Description
		1.8	Manage the performance of all direct reports.
21	Develop and implement a high quality communication service and strategy for the SAHRC	2.1	Collaborate with relevant stakeholders to develop/review and implement a comprehensive communication strategy and plan.
		2.2	Manage all assigned communication activities and ensuring integrated, timely, accurate and concise communication, tailored to stakeholder requirements.
		2.3	Facilitate the integration of communication activities within the commission and monitor alignment with the Business Plan.
		2.4	Provide guidance to the organisation in order to develop and maintain a Communication Value Proposition and Governance framework regarding Commission services.
		2.5	Develop and communicate guidelines for the implementation of Communication Policy and Strategy.
3	Provide Media Relations Support	3.1	Ensure that Media Statements, Advisories, Opinion Pieces and Letters to the Editor, are drafted, meet the required quality standards, are officially approved and distributed to relevant media.
		3.2	Work with relevant programmes to prepare for the Commissioners/relevant officials ahead of their

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			participation /appearance in media interviews by ensuring that briefing notes are developed.
		3.3	Monitor and assess media coverage of the work of the Commission and human rights in general by proposing and executing tactical responses to the coverage.
		3.4	Build and maintain professional relationships with key personnel across South African newsrooms with the view of influencing coverage of the work of the Commission.
		3.5	Ensure that the Media Contact Database is regularly updated.
4	Ensure effective internal and external communication within SAHRC	4.1	Attend Business management meetings to identify and manage communications resulting from business operations.
		4.2	Liaise with all business stakeholders to develop an annual internal communication and events-support plan and support the implementation of these plans with relevant role-players internal, external, nationally and internationally.
		4.3	Ensure structured and controlled flow of information from within the Commission to outside stakeholders through formulation of communication channels and governance frameworks.

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No.	KPA Description	No.	Activity Description
		4.4	Manage relevant communications infrastructure and mechanisms including social media platforms.

<b>D. Advisory Responsibility</b>	
<i>Is it required from the post holder to give formal advice and engage with external stakeholders? Please indicate the type of advice given and to whom.</i>	
<b>To Whom</b>	<b>Type of Advice/ Information</b>
Internal stakeholders: Chief Executive Officer, Commissioners, Senior Managers (include Provincial Managers) and Staff	Marketing and Communication advisory support service, plans, reporting, drafting of communications, liaison and implementation support.
External Stakeholders : General public, Parliament, All levels of Government, Civil Society, Media, Business, Other C9s,	Monitoring of the Communications Environment and information sharing.

<b>E. Accountability</b>	
<i>These fields are not compulsory and should only be completed if the fields are relevant to your post</i>	
Number of staff directly managed	• 2
Number of staff indirectly managed	• 0
Financial accountability	• R350,000-R500,000

## F. Inherent requirements of the Post

*The minimum qualifications, skills, knowledge, experience and behaviour that are required to perform the job competently.*

### Skills/ Knowledge/ Behaviour:

Requirement	Type
<p><b>Key competencies</b></p> <p><i>(This field requires a list of all skills, behaviour and attitude requirements)</i></p>	<ul style="list-style-type: none"> <li>• Financial management</li> <li>• Strategic capability and leadership</li> <li>• Programme and project Management</li> <li>• Problem solving and analysis</li> <li>• People management and empowerment</li> <li>• Strategic Communications</li> <li>• Communication skills (Excellent English, writing/ editing skills)</li> <li>• Change management</li> <li>• Client orientation and customer focus</li> <li>• Stakeholder management and liaison, interpersonal relations</li> <li>• Public and media relations</li> </ul>
<p><b>Knowledge and education</b></p> <p><i>(This field requires a list of all knowledge requirements relevant to this post e.g. Knowledge of the Public Service Act.)</i></p>	<ul style="list-style-type: none"> <li>• A B-Degree in Public/Media Relations Management, Journalism or Communications or an NQF level 6 equivalent is required</li> <li>• Knowledge of Communication Tools and Techniques</li> <li>• Knowledge of the Promotion of Access to Information Act and the Protection of Information Act</li> <li>• Knowledge and understating of the work of a Chapter Nine Institution, and human rights issues in general</li> <li>• Should be able to:               <ul style="list-style-type: none"> <li>○ link various related components of performance monitoring and evaluation together (for example, the inputs, processes, activities, outputs, outcomes, and impacts that constitute projects, programmes, and services), to form an integrated whole or system;</li> <li>○ set up &amp; manage the PMER system for their Programme, including the ability to -</li> <li>○ identify performance information requirements;</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ design performance reports (including system reports) to provide high quality performance information for all reportable areas under their control;</li> <li>○ design performance measurements &amp; scores;</li> <li>○ analyse, interpret &amp; evaluate performance reports;</li> <li>○ communicate performance information effectively;</li> <li>○ produce the performance results to the standard, &amp; within the timeframes required.</li> </ul> <ul style="list-style-type: none"> <li>● Applied understanding of: <ul style="list-style-type: none"> <li>○ the statutory and regulatory requirements regarding performance monitoring, evaluation &amp; reporting, including: Section 38(1)(a)(i) &amp; (b) Section 40(3) (a) of the PFMA, &amp; National Treasury Regulation 5.3.1 for Constitutional Institutions;</li> <li>○ Government Guide to the Outcomes Approach (2010);</li> <li>○ Framework for Managing Programme Performance Information (National Treasury, 2007);</li> <li>○ New Framework for Strategic Plans &amp; Annual Performance Plans (National Treasury, 2010);</li> </ul> </li> </ul>
<p><b>Experience</b></p> <p><i>(Please list all relevant experience required for the post)</i></p>	<p>5 yrs experience in strategic communications/public relations field is required</p>

<b>G. Job profile agreement</b>				
<p><i>The Manager or his/her nominee reserves the right to make changes and alterations to this job profile as he/she deem reasonable, after due consultation with the post holder.</i></p>				
<b>We the undersigned agree that the content of the completed Job Profile gives an accurate outline and content of the Post.</b>				
<b>Title</b>	<b>Name</b>	<b>Employee Number</b>	<b>Signature</b>	<b>Date</b>



