



South African Nursing Council
Regulating nursing, advocating for the public

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.

DEPARTMENT : **COMMUNICATION AND MARKETING**

POSITION : **DIGITAL COMMUNICATION SPECIALIST**

REFERENCE NUMBER : **DCS/001/11/2021**

REMUNERATION CTC : **R 472 912,82 TO R 576 478,09**

CLOSING DATE : **30 NOVEMBER 2021**

MINIMUM REQUIREMENTS:

- Diploma/ National Diploma in Marketing / Communication and Public Relations or equivalent qualification
- Minimum of 4 years' experience in a Communications and Digital environment within a corporate organisation, public sector or state owned entities or organs of state
- Valid drivers licence

REQUIRED KNOWLEDGE

- Ms Office skills
- Development of digital communication strategy
- Coordinating and writing press releases
- Information systems and technology for communications
- Change management
- Network focus
- CMS Website and Intranet Management experience
- Capability to work on bulk emails and sms systems
- Digital Communication Management
- Communication protocols and different media channels

REQUIRED COMPETENCIES AND SKILLS

- Job knowledge
- Technical skills
- Acceptance of responsibility
- Quality of work
- Reliability
- Initiative



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- Interpersonal relationship
- Flexibility
- Team work
- Planning and execution
- Manage resources
- Communication
- Customer orientation

KEY PERFORMANCE AREAS:

- Develop, implement and monitor effective media and social media strategies for the SANC
- Compile 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 programmes
- Ensure brand positioning and relevant messages are reinforced in all communication
- Ensure the design and implementation of a digital marketing and communication. strategy aimed at promoting the mandate of the SANC
- Measure the effectiveness of the digital communication strategy
- Develop and implement strategy and action plan to increase the SANC brand awareness
- Report on effectiveness of brand awareness initiatives
- Develop and implement strategy and action plan to increase the SANC brand awareness
- Measure the impact of the brand
- Develop 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
- Develop and review policies and Standard Operating Procedures (SOP'S) related to the actions within the marketing and communication strategies
- Manage resources and processes related to the communication, digital communication and action plans
- Manage multiple projects across a range of stakeholder groups
- Perform ad hoc tasks as delegated by Line Manager or 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 dcscm@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, drivers licence 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 two 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, where applicable). 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 Ms Veronica Mthethwa, at tel. no. (012) 426 9578. The South African Nursing Council reserves the right not to make any appointment