

Job Title:	Marketing and Communication Specialist
Type of Position	AAMP Short Term Contract/Fixed Term Contract
Reporting to	AAMP: Project Manager
Based:	Pretoria, Hillcrest
Reference No:	HRREC011/26

Purpose

The Specialist will be responsible for managing the project's communication platform and fully leveraging its capabilities. Working closely with the project manager this role will implement all programmatic and operational initiatives through the marketing and communication platform.

Requirements

1. Qualification & Experience

- A Bachelor's Degree in Marketing, Communications, Public Relations, or Journalism.
- 3-5 years' experience in the Communications environment.
- Computer literacy (MS Word, Excel, PowerPoint).
- Excellent written and verbal communication skills in at least two official languages.
- Ability to function effectively under pressure and be deadline orientated.
- Ability to deal with National and Provincial government departments, stakeholders and staff in an appropriate manner.
- Ability to function independently, as well as within a team.

2. Knowledge and Skills

- Knowledge and understanding of Public Communications, Public relations and Marketing guidelines.
- Computer literacy (MS Word, Excel, PowerPoint).
- Broad knowledge of all media and excellent public relations skills.
- Deep understanding of, experience with, and proven success directly managing social media.

- Strong project management skills including planning, organizing and communicating skills to effectively manage and co-ordinate service providers, internal and external stakeholders.

3. Key Performance Areas

Marketing and Communication
<ul style="list-style-type: none"> • Development of the project’s marketing and communication plan as derived from the approved communication strategy. • Manage marketing efforts and processes, proactively researching and implementing the latest best practices, strategies, and industry standards. • Development and execution, including segmentation, testing, and deployment, and continually evaluate improvements. • Maintain Marketing Automation integration with CRM and assist in the integration of additional platforms into the marketing automation software. • Responsible for producing working implementation (code) from functional/technical documents like a functional specification. • Work with the project team to define KPIs, create reporting, and analyse campaign performance. • Create recommendations to improve campaigns continuously. • Understand and evaluate campaign metrics and distribute campaign performance to the project team.
Media and Public Relations
<ul style="list-style-type: none"> • Enhance the project’s corporate image through the effective execution of media strategies and stakeholder engagement. • Assist the project team to build relationships and handle press/media enquiries. • Maintain and design media campaigns.

- Monitor news, updates, and research relevant to initiatives and sectors; recommend and create related content to distribute broadly and accordingly.
- Conceptualize, maintain and create updated content for all communication platforms, including Newsletters, Publications, Websites and social media.
- Increase the visibility and status of the NAMC reputation and create awareness regarding its work and how it disseminates its research to the public.
- Serve as writer and editor for a broad array of organizational communications including, but not limited to brochures, newsletters, annual reports, and presentations.

Stakeholder Management

- Develop a stakeholder management strategy and supporting processes for the effective management of the NAMC relationships with stakeholders.
- Create strategy and narratives for reputation management and crisis communications.
- Track and report on public relations activities, relevant stories, and applicable news coverage.

Closing date: 12 June 2026

Please visit www.namc.co.za.

The NAMC reserves the right to withdraw, amend or not fill the position.