

Position: Communications and Stakeholder Lead for Special Project
Department: Marketing And Communications
Reports To: Marketing And Communications Manager//PMO
Duration: 12 Months Fixed-Term Contract
Email CV to: recruitment@tianaconsulting.co.za
Closing date: 21 November 2025

Role Summary

The incumbent will operationalise and deliver the day-to-day marketing, communications and stakeholder engagement activities required to enhance awareness, visibility and understanding of the Transformation Fund. In addition, will ensure high-quality execution, timely delivery and consistent brand alignment to support the NEF's broader Transformation Fund rollout plan and stakeholder mobilisation efforts.

Outputs

1. Project approach & working model

- Be embedded within the NEF Marketing & Communications team and Transformation Fund PMO.
 - Be on-site at NEF offices as required for collaboration, content sign-offs and stakeholder briefings.
 - Participate in weekly status meetings and provide regular progress updates.
 - Work in alignment with NEF's CI, messaging framework, content formats and approval processes.
 - Focus on execution, coordination and content production.
- ### **2. Scope of Work and Core Deliverables**

A. Campaign Execution & Content Roll-Out

- Consistently produce high-quality communications output.
- Implement the Transformation Fund communications calendar (weekly, monthly, thematic) across all channels.
- Draft, edit and design day-to-day content including:
 - ✓ Press statements, media alerts and talking points,
 - ✓ Social media posts, captions and graphics (LinkedIn, X, Facebook, Instagram),
 - ✓ Internal staff updates and stakeholder newsletters,
 - ✓ Website/microsite updates (news items, FAQs, downloads).

- Ensure content adheres to NEF CI, tone and Transformation Fund key messages.
- Manage approvals, version control and content sign-off workflows.
- Seamless coordination across the Transformation Fund workstreams.

B. Media Relations & Publicity

- Increase visibility and credibility of the Transformation Fund and strengthen media presence and stakeholder awareness.
- Conduct daily media monitoring and compile short weekly summaries where required.
- Draft, refine and distribute approved press releases.
- Arrange and facilitate media interviews, briefings and coverage opportunities.
- Build and maintain media lists, journalist contact sheets and sector-specific databases.
- Prepare media kits, Q&As, fact sheets and CEO/spokesperson briefing notes.
- Track media pickup, sentiment and impact.

C. Digital Presence & Social Media Management

- Support day-to-day management of the Transformation Fund's digital platforms:
 - ✓ Posting and scheduling social media content,
 - ✓ Updating website/microsite pages (content, documents, banners),
 - ✓ Community management (responses, FAQs, inbox management) in consultation with NEF.
- Compile weekly digital analytics with insights and actionable recommendations.
- Identify opportunities for optimisation (timing, creative, messaging, channel mix).
- Improve digital engagement metrics.

D. Stakeholder Engagement & Event Support

- Provide communication support for stakeholder roadshows, summits, roundtables or provincial engagements.
- Manage event-related tasks including:
 - ✓ Media invites, RSVP lists and guest communication,
 - ✓ Branding requirements, banners, signage and collateral,

- ✓ Photography/videography coordination,
- ✓ Webinars and online information sessions.
- Compile post-engagement communication such as minutes, summaries or follow-up emails.
- Develop presentation decks, briefing packs, toolkits and messaging documents for stakeholder interactions.

E. Collateral Development & Production Management

- Coordinate design, layout and production of:
 - ✓ Brochures, flyers, fact sheets, FAQs,
 - ✓ Posters, banners, pull-ups and branded templates,
 - ✓ Multimedia content (short videos, scripts, photo briefs).
- Ensure consistent visual identity for the Transformation Fund and alignment with NEF brand standards.

F. Reporting, Documentation & Analytics

- Produce monthly progress reports,
- Submit a final close-out report at the end of the 3–6 months period, consolidating:
 - ✓ Performance metrics
 - ✓ Impact achieved
 - ✓ Lessons learned
 - ✓ Content archive and handover materials for continuity.

Experience / Skills Required

- A minimum of 10 years of relevant experience in Marketing and Communications, with at least 3 years in a leadership capacity,
- Experience in the financial services sector is essential,
- Proven success in developing and implementing impactful marketing strategies that drive brand awareness and enhance customer engagement,
- Strong leadership and team-building skills,
- In-depth experience in designing and executing marketing strategies across various channels,

- Excellent communication and stakeholder engagement skills,
- Strong ability to develop and deliver innovative marketing solutions,
- Proficient in budget planning and financial oversight,
- Deep understanding of marketing tools and techniques to enhance organisation's visibility, reputation and public profile,
- Strategic and creative thinker with a flair for brand storytelling and innovation,
- Experience in representing an organisation at public engagements and industry events,
- Creative thinker with proven experience of working on diverse and wide-ranging communication strategies including all forms of media,

Broad expertise in multi-platform communication strategies, including digital, print and social media,

- Quick to learn and adopt new platforms and technologies.
- Strong PR, media relations and content development capability
- High-quality writing, editing and messaging skills
- Social media management experience (corporate/government)
- Stakeholder engagement and event coordination
- Ability to work in a structured, fast-paced environment
- Familiarity with government communication and transformation narratives is advantageous

Qualification Requirements

- Bachelor's degree in marketing, Communications or a related field (essential)
- Postgraduate qualification in Marketing, Communications or related field (advantageous)

Personal Attributes/Behaviours/Attitudes

- Strong attention to detail
- Excellent Communication and influencing skills
- Ability to work in a fast-paced environment

Cognitive competencies

- Creativity/ Innovation
- Aesthetic Judgement
- Strategic thinking with a results-oriented approach
- Solution orientated and can think outside the box

Intrapersonal and interpersonal competencies

- Flexible and adaptable
- Confident
- Dynamic and energetic
- Adaptable and resilient
- Proactive and self-motivated
- Strong collaborator and team player

Leading / managing competencies

- Talent development and management
- Project management and organisational skills
- Budget management experience
- Planning and Organising

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