

INTERNAL / EXTERNAL ADVERTISEMENT DIVISION: MARKETING AND COMMUNICATIONS 16 September 2025		
REFERENCE NUMBER	POSITION: PERMANENT	NUMBER OF VACANCIES AVAILABLE
M&C: 29/2025	PUBLIC RELATIONS AND CONTENT SPECIALIST ALL INCLUSIVE REMUNERATION: TCTC (PER ANNUM) R627 751.00 – R875 871.00	1

MICT SETA seeks to employ a suitably qualified and competent **Public Relations and Content Specialist**, who will be responsible for planning, coordinating and implementing an effective corporate media plan and public relations function in promoting the MICT SETA brand to internal and external stakeholders.

The role will be based at Midrand Head office and will report to the **Manager Marketing and Communications**.

MINIMUM REQUIREMENTS:

- Marketing, Communications, Public Relations, Media Studies, Journalism or equivalent and relevant qualification at NQF Level 7
- Minimum of 4 years' experience as PR Specialist and/or branding specialist or practitioner, agency experience will be advantageous
- Demonstrated experience in managing media relations and securing media coverage across multiple platforms (print, broadcast, and digital)
- Good understanding of social media with content planning and coordination in alignment with brand messaging and stakeholder engagement
- Proven experience in crafting press releases, speeches, media briefs, thought leadership articles
- MS Office (MS Excel, MS PowerPoint)
- Up to date regarding the latest website information and programming
- Good writing, editing, and proofreading skills with strong attention to detail and general communication skills
- Public speaking; and Government communication protocols
- Flexibility in working hours will be required to meet demands of the role
- May be required to work overtime
- Valid driver's License and own vehicle

ROLES AND RESPONSIBILITIES

Communication and content

- Develop and implement the communication Strategy and Plan Electronic Media, Information dissemination and communication to ensure that communications and marketing related information flows between MICT SETA and its relevant stakeholder structures this includes event and campaign support, internal communication and media monitoring.
- Driving the thorough reworking and updating of (all-inclusive) MICT SETA website content through extensive liaison with co-workers in expansive areas of expertise to ensure that relevant and up-to-date information is always available to MICT SETA stakeholders.
- Research, writing, acquisition, collation, and edit high-quality content for various platforms and presentation of communication and marketing related material for purposes of external communication (articles, newsletters, social media, press materials, and speeches).
- Liaison with suppliers and service providers for the successful delivery of all communication and marketing material.
- Regular placement of new and current information on the intranet
- Researching content and consumer trends to ensure that content is relevant and appealing - manage content calendars and contribute to campaign ideation and execution.
- Developing content strategies to effectively reach the desired target audience and marketing goals.
- Creating content for a variety of platforms including blogs, websites, and social media.
- Proofreading and editing content before publishing.

Public Relations

- Develop Corporate Messaging - Requests for and follow-up on input from divisions, regions and, where applicable, stakeholders for relevant information that will benefit and keep all staff and external stakeholders informed.
- Promoting the intranet and website as fundamental and ineffective communication tools.
- Liaison with suppliers and service providers for the successful delivery of electronic marketing material. Networking and building of relationships with relevant stakeholders, the press and other interest groups so that the MICT SETA is appropriately included in relevant activities and initiatives.
- Write press releases, speeches and other PR copy.
- Be a support to Media Liaison/and Manager: Marketing and Communications.
- Provide support to input into the Public Relations budget of the MICT SETA.
- Promote and protect the brand ethos and reputation.
- Assist with the creating of all MICT SETA marketing material, including press releases, MICT SETA website and social media.
- Building and maintaining close contact with media, journalists/editors and other marketing outlets for disseminating communications to targeted audiences.

Risk and Compliance

- To ensure risk control in terms of audit and managing compliance documents (signed registers on career expos).
- Assist in identifying and adhering to fraud controls, risk prevention principles, sound governance and compliance processes, and tools to identify and manage risks.
- Support and provide evidence to all internal and external audit requirements.

- Maintain quality risk management standards in line with relevant requirements.
- Maintain and enforce all related Service Level Agreements to minimise business risk and ensure business continuity.
- Review related Standard Operating Procedures in consultation with the Manager: Marketing and Communication to ensure business optimisation.
- Adhere to all relevant legislation, policies and Standard Operating Procedures throughout the organisation.

Stakeholder Relations and Support

- Build and maintain relationships with all MICT SETA business units for the purposes of expectations management and knowledge sharing.
- Ensure stakeholder relations externally and internally.
- Provide advocacy on matters related to marketing to empower the MICT SETA stakeholders to make informed decisions.
- Represent and participate in the organisation's committees and tasks teams when required.
- Ensure administration of the Employee Engagement and Stakeholder Satisfaction Surveys.
- Implement timeous communication on progress and challenges in achieving the tactical work plans to be impacted stakeholders.
- Attend industry related forums, conferences and workshops to gain industry insight for the purpose of business improvement.
- Ensure appropriate use of MICT SETA branding on all stakeholder events and attend to the procurement process including marketing stationary, marketing collateral and corporate branding material.
- Obtain stakeholder satisfaction feedback and communicate as appropriate to other MICT SETA departments.

VALUES

- Customer Centricity
- Ethical
- Innovative
- Committed
- Meritocracy
- Collaboration

BEHAVIOURAL COMPETENCIES

- Problem solving
- Detail oriented
- Artistic and creative
- Self-driven and proactive
- Team player and can work independently
- Deadline driven
- Organised, efficient and versatile
- Flexibility and adaptability
- Passionate and energetic

FUNCTIONAL COMPETENCIES

- Excellent writing, editing, and proofreading skills with strong attention to detail.
- Presentation skills
- Planning and organising
- Time Management
- Verbal and Written Communication
- Strong conceptual skills
- Content Development & Storytelling
- Strategic Communication Planning - Developing and executing public relations campaigns aligned with organisational objectives.
- Media Relations - Building and maintaining strong relationships with journalists, editors, and media houses
- Crisis Communication Support
- Social Media

Application:

Please click the link to apply <https://forms.office.com/r/qS4PC3Suii> by no later than **25 September 2025**.

Queries may be directed to 011-207-2649.

Should candidates not hear from us within 30 days after the closing date of applications, they should consider their applications unsuccessful. Please note that this is an open position.



White, Indian, Coloured and people with disabilities are highly encouraged to apply for this position in-line with the MICT SETA Employment Equity Targets.

POPIA DISCLAIMER- By applying for MICT SETA's vacancy, you hereby expressly give MICT SETA consent to process your personal information in accordance with the relevant provisions of the Protection of Personal Information Act 4 of 2013 ("POPIA").

Further, the MICT SETA shall retain personal information as per the regulations set out by the National Archives and Records Service of South African Act (NARSSA), Act. 43 of 1996, as amended.

Please refer to the MICT SETA POPIA Disclaimer for further information (<https://www.mict.org.za/popia-disclaimer/>)