
INTERNAL/EXTERNAL ADVERTISEMENT

Public Relations Officer

National Office - Johannesburg

loveLife is looking to recruit an incumbent to develop and implement public relations campaigns, in order to maximise positive perception amongst the general public of loveLife, its programmes and partnerships. This includes monitoring publicity and the effectiveness thereof. Develop and implement a national PR policy and ensure provinces are equipped and trained to effectively deal with all media related issues. The PRO should be able to work within a budget and where applicable oversee the marketing of loveLife.

The successful applicant will be required to fulfil the following primary functions in a professional manner and with technical excellence:

- Identify and develop new opportunities to increase positive perception of and market loveLife and its programme among its target audience, the general public as well as other stakeholders
- Maximise exposure of loveLife's programmes, the work of its volunteers and its partnerships across media platforms
- Work with the Communication Manager to develop and implement an appropriate marketing and public relations strategy
- Provide support for promotional and special events such as site visits, outreach and community events, tours, press conferences, functions and exhibitions
- Provide a network and liaison function
- The achievement of frequent, timely and positive media coverage for the campaign across national, regional and community media
- Responsible for proactive media liaison
- The development, writing and distribution of appropriate public relations and marketing materials, including press releases, brochures, pamphlets, leaflets and other promotional literature
- Monitor and evaluate activities related to outcomes as a requisite
- Develop and maintain the media contact database
- Frontline handling of media enquiries and sourcing the most suitable employee to handle the interview and the related briefing of staff members

Suitable candidates will need to satisfy all the following requirements:

- Appropriate Degree/Diploma in communications/public relations or related field
- Minimum of 3 years work experience in the field with a specific emphasis on public relations, marketing, communications and branding
- Proven administrative and project/programme co-ordination ability
- Excellent PR, communication and interpersonal skills essential
- Sound financial and resources acumen
- Fluency in at least two South African languages
- Excellent facilitation and presentation skills
- Computer literacy across multiple platforms
- Results orientated, with attention to detail is of utmost importance
- An ability to interact at all levels
- Ability to work independently and as part of a team
- A valid driver's license
- Ability to work extended hours

Total remuneration package: Commensurate with experience

Please forward a summarised CV (no certificates) to Fax: (011) 523-1067 or e-mail address: recruit@lovelife.org.za to reach loveLife National Offices no later than the 1st February 2010.

If you have not had any response within six weeks after the closing date, please accept that your application has been unsuccessful

