

## INTERNAL AND EXTERNAL ADVERTISEMENT

*Gauteng Enterprise Propeller (GEP) is Schedule 3C Provincial Public Entity established under the auspices of the Department of Economic Development with a view to provide non-financial support; financial support; and co-ordinate stakeholders for the benefit of SMMEs in the Gauteng province*

### **THE GEP INVITES INTERESTED AND SUITABLY QUALIFIED CANDIDATES TO APPLY FOR THE FOLLOWING POSITION:**

#### **SENIOR MANAGER: STAKEHOLDER MANAGEMENT AND PARTNERSHIPS (ONE (1) YEAR FIXED TERM PERFORMANCE CONTRACT)**

**Head Office**

**Reporting to the General Manager: Stakeholder Management and Revenue Generation**

The Senior Manager: Stakeholder Management & Partnerships will increase the reach and impact of GEP profile and visibility through the delivery of high value and influential stakeholder relations, partnerships, marketing and communications nationally and internationally, thereby significantly contributing to the development of new programme partnerships and funding opportunities

#### **Key Performance Areas**

##### **1. Stakeholder Relations**

- Provide advice and guidance to Management on internal stakeholder related matters.
- Develop, implement and monitor a stakeholder management system.
- Oversee client/stakeholder liaison to ascertain levels of service provision excellence.
- Represent GEP in meetings with stakeholders.
- Facilitate stakeholder relations, develop liaison with strategic partners.
- Provide support to all operations departments and regions and build strategic partnerships with local partners.
- To interact with communities in the identification of entrepreneurial opportunities in line with GEP's mandate.
- Organise stakeholder Imbizos, road shows, stakeholder summits, GDS and public engagements where shareholder.

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**HEAD OFFICE** 6<sup>th</sup> Floor, 124 Main Street, Johannesburg, 2107 | Telephone: 011 085 2001 | Fax: 011 388 4010 | Website: [www.gep.co.za](http://www.gep.co.za)

#### **BOARD**

Ms. L Mphahlele (Chairperson), Ms. P Mangcu (Deputy Chairperson),  
Mr. S Zamxaka (Chief Executive Officer), First Corporate Secretaries (Company Secretariat),  
Ms. D Maithufi, Mr. L Marincowitz, Mr. K Mogotsi, Mr. E Ranamane, Ms. B Mahlutshana,  
Mr. D Golding, Mr. T Rasenyalo, Mr. S Mkhize, Ms. N Mufamadi, Ms. D Maphanzela

- Manage interactions and relations between CEO and the Executive team, MEC, Board, HOD and other stakeholders.
- Provide support to all GEP departments/units in engagements and external stakeholders/partners/co-operations.

## 2. Marketing and Communications

- Develop and execute a brand, communication and stakeholder management strategy on multiple platforms in order to deliver GEP objectives
- Develop and deliver a marketing strategy that ensures communication with targeted audiences across multiple channels.
- Develop new and review existing policies aligned to the agency strategic plan.
- Develop and deliver a tactical marketing plan based on key strategic drivers identified as per Annual Performance Plan
- Oversee the writing of press releases, copy for marketing materials, annual reports, advertisements, and other related material
- Design, deliver and continuously evaluate customer segmentation to ensure that all marketing activity and platforms are aligned to the marketing strategy
- Manage media relations, research editorial opportunities and build relationships with key industry media.
- Lead internal team and execute all communication activities and public relations (marketing materials, advertising, client communications, direct mail, marketing campaigns, press releases, content for publications, events - internal and external, etc.)
- Promote corporate image through internal and external communication as well as ensuring positive media coverage
- Oversee public relations management inclusive of brand, events management as well as the fostering of good media relations
- Ensure that all organisation branding standards are applied as per the GEP Corporate Identity Manual
- Ensure visibility and competitive edge of GEP brand within the local industry
- Ensure the brand meets expectations through monitoring marketing trends, partner and stakeholder feedback
- Coordinate the presentation material for organisational briefs and ensure that all briefing sessions are implemented successfully

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### **3. Resource Management (Ensure sound financial, human resources and operational management)**

- Management and control of all HR, Financial, Administration and Legislative requirements within GEP policies and procedures.
- Manage a team consisting of Manager Revenue Generations and three (3) Assistant Manager: Key Account and Admin Support Staff.
- Management of risk plan within unit's ambit.
- Ensure overall attainment of a clean audit.

## **REQUIREMENTS**

### **Minimum Qualification:**

- A post graduate degree in Communications, Marketing or Public Relations or equivalent

## **EXPERIENCE**

- A minimum of ten (10 years) experience in communications, marketing, stakeholder relations in similar role.
- Five (5) years plus experience in a managerial role.
- Experience in working with Board of Directors.

## **COMPETENCIES / SKILLS**

- Understanding of the National and Provincial political goal and priorities
- Understanding of the mandate, role and strategic priorities of GEP
- Understanding of the role of the private sector, as a social partner, in ensuring shared socio-economic growth and development
- Developmental understanding of socio-economic issues, poverty reduction and the role of entrepreneurs in ensuring shared growth and development.
- Developmental understanding of role of entrepreneurs in mainstream economic activities as a tool of bridging the gap between the first and second economies.
- High level project management skills.
- High level human resource management skills.
- High level financial management skills.

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- Good communication skills, including communicating with a variety of stakeholders.
- Advanced Computer skills.
- Advanced report writing skills.

**Please forward detailed, updated CV accompanied by a cover letter relating how your experience matches the position.**

GEP advocates for equal opportunities. Previously disadvantaged individuals and people with disabilities are encouraged to apply. Kindly note that full background checks will be done on successful candidates. Suitable applicants must e-mail detailed, updated CVs to: [SeniorManagerStakeholderManagement@gep.co.za](mailto:SeniorManagerStakeholderManagement@gep.co.za), with subject being the position applied for, by no **later 10 September 2021 at 17h00**. Note that candidates who have not been contacted within 30 days of the closing date must consider their applications unsuccessful. GEP reserves the right to fill or not to fill this position.

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