

JOB PROFILE

Communications and Marketing Officer

Reference #:RP-2026-05

Purpose

To provide support to the Communications Unit through the coordination and implementation of communication and marketing initiatives aimed at enhancing the OTO brand, reputation, and stakeholder engagement.

Job Details

Job ID:

21006751

Theme of Work:

Operational Coordination Specialisation - L2(S)

Job Family:

Marketing, Communications & Media

Minimum Experience:

3 - 4 years' experience in a similar environment, of which 1 - 2 years at a knowledge worker level

Alternative Minimum Experience:

6 years related experience, of which 1 - 2 years at a knowledge worker level

Minimum Qualification:

Relevant National Diploma / Advanced Certificate (NQF 6)

Alternative Qualification:

Senior Certificate (NQF 4)

Reward Level:

15

Industry Related Qualifications and Experience:

3 - 5 years of practical experience in Corporate Communications, Public Relations, Marketing, Strategic Brand Communication, Media or Stakeholder Engagement

Additional Technical Competencies:

GOC Confidential - (a) sensitive information, the unlawful disclosure of which may be harmful to the security or national interest of the Republic or could prejudice the Republic in its international relations;(b) commercial information, the disclosure of which may cause financial loss to an entity or may prejudice an entity in its relations with its clients, competitors, contractors and suppliers. E.g. Taxpayer information

Outputs

Process

- Support leadership with internal messaging, newsletters, announcements, and staff engagement campaigns.
- Draft internal communication initiatives to ensure staff are informed, aligned and engaged with OTO developments, policies and culture.
- Track the effectiveness of communication and marketing initiatives using qualitative and quantitative metrics and adjust initiatives to improve reach, engagement and impact.

- Coordinate the marketing and outreach activities to raise awareness on OTO services, events and campaigns, including planning, promotion and post-event reporting.
- Compile reports and insights to inform leadership and guide future initiatives.
- Ensure all communication materials reflect the organization's tone, values and strategic priorities.
- Create and design compelling content for various platforms including print, digital, and broadcast media and promote the OTO's online presence, through website updates and social media engagement.
- Plan and execute targeted marketing campaigns to raise awareness of the OTO's services, events and strategic initiatives and ensure campaigns are aligned with brand identity and reach intended audiences effectively.
- Monitor public sentiment and respond to reputational risks with appropriate communication interventions.
- Participate in the promotion of the OTO's image through consistent messaging, media relations and proactive reputation management.
- Provide administrative support and inputs with media engagement activities, such as press releases and preparations for media interviews.
- Assist with drafting, designing and sharing internal messages, newsletters, publications announcements and staff engagement materials.
- Contribute to drafting clear, accurate and engaging content for print, digital and broadcast platforms for internal and external audience, in line with predefined guidelines, ensuring consistency with the organisations tone and values.
- Coordinate and implement integrated communication initiatives that support the OTO mandate, objectives and stakeholder engagement goals.
- Apply practical and applied knowledge and act authoritatively on methods, systems and procedures to identify trends and potential risks. (I)
- Communication of situational interpretation and judgement of work outputs and queries in area of specialisation. (I)
- Correctly apply policies, practices, standards, procedures and legislation in the delivery of work outputs. (I)
- Provide specialist input through the investigation of opportunities for operational and process, product and risk optimisation. (I)
- Accumulate information and provide reports with recommendations applicable to area of specialisation. (I)
- Effectively plan and schedule own activities to continuously improve quality and service delivery in area of specialisation. (I)
- Execute process and procedural change, implement the change and provide guidelines and support related to new requirements as a result of the change. (I)
- Use practical and applied knowledge and situational judgement to arrive at decisions. (I)

Client

- Build and maintain relationships with key stakeholders including media, government entities and the public.
- Contribute to a culture of service excellence, which builds positive relationships and provides opportunity for feedback and exceptional service. (I)
- Ensure own understanding and adherence to customer service delivery and provide specialist support to meet or exceed customer expectations. (I)

Finance

- Adhere to organisational policies and procedures to ensure cost effectiveness and reduction of financial costs. (I)

Governance

- Comply to set governance and compliance procedures and processes related to an area of specialisation and continuously identify and escalate risks. (I)

People

- Develop and maintain productive working relationships with peers and team members to achieve predefined objectives. (I)

Behavioural Competencies

Accountability (V)

Level 2

Competency Definition:

The acknowledgement and assumption of responsibility for actions, products, decisions, and policies within the scope of the role or employment position.

Behavioural Indicators:

Be pro-active and part of the solution. Take personal ownership of the things that are within your control. Be consistent in doing the right thing in all aspects of your job. Build a sense of personal and social obligation to contribute meaningfully to your work, the work of SARS and the society at large. Admits own mistakes and weaknesses and seeks help from others when unable to deliver. Challenges individuals openly and constructively about compliance and performance problems, adopting a firm but fair stance. Outlines goals and assesses workgroup progress towards goal achievement. Takes appropriate measures to address performance shortcomings. Be responsible for producing quality work within the expected timelines and or standards.

Analytical Thinking

Level 2

Competency Definition:

Understands a situation, issue, and or problem by breaking it into smaller pieces, or tracing the implications of a situation in a step-by-step way

Behavioural Indicators:

Identifies the cause and effect relationship between two aspects of a situation. Separates situations into two parts: pros and cons. Sorts out a list of tasks in order of importance.

Attention to Detail

Level 2

Competency Definition:

The ability to take all relevant details into account to ensure that a task is completed to required standards.

Behavioural Indicators:

Anticipates future details that may have to be taken into account to complete tasks and meet standards and takes steps to ensure that these are dealt with.

Commitment to Continuous Learning

Level 2

Competency Definition:

Commitment to continuous learning is the commitment to think about current and future development needs

Behavioural Indicators:

Seeks out new approaches, tools, methods and/or technologies in own field of expertise by reading, talking to others inside and outside the organisation, attending industry seminars or conferences. Keeps up to date with the new trends in field of expertise.

Communicating with Impact

Level 2

Competency Definition:

Communicates effectively in both the written and verbal format. Delivers clear, succinct messages and ensures understanding of others message

Behavioural Indicators:

Communication is subject to a known context and content area of minimal technical complexity; consistently delivering verbal and written messages using connected discourse of paragraph length and maintaining proper semantic and syntactic sentence structure. Verbal and written discourse is consistently sufficiently accurate, clear and precise. Attentive to receiver's verbal and non-verbal cues; adapts content, style, tone and medium of communication to suit the target audience's language and level of understanding. Uses varying communication mediums, and expands and organises content as necessary, with some use of non-verbal communication cues to achieve optimal communication results; the scope of communication includes, but is not limited to, verbal communication.

Conceptual Ability

Level 2

Competency Definition:

The ability to identify patterns or connections between situations that are not obviously related and to identify key or underlying issues in complex situation.

Behavioural Indicators:

When looking at information, sees patterns, trends, or missing pieces. Notices when a current situation is similar or dissimilar to a past situation, and identifies the similarities and/or differences.

Creativity

Level 2

Competency Definition:

Degree, to which one analyses problems, makes decisions and thinks innovatively.

Behavioural Indicators:

Thinks through multiple causal links before deciding on a course of action. Successfully uses good judgment and modifies conventional approaches to improve results (e.g. different ways to deal with problems or opportunities).

Expertise in Context

Level 2

Competency Definition:

Degree to which one possesses definitive technical and or fundamental understanding of the business

Behavioural Indicators:

Proficiently uses technical knowledge and terminology. Accurately answers complex, technical questions from internal customers or others.

Fairness and Transparency (V)

Level 2

Competency Definition:

Build diverse and inclusive workplaces where decisions, practices, processes and transactions are transparent and fair.

Behavioural Indicators:

Build a sense of personal and social obligation to contribute meaningfully to your work, the work of SARS and the society at large. Admits own mistakes and weaknesses and seeks help from others when unable to deliver. Uses work time for organisational matters and not for personal matters. Be a role model in leaving the SARS values to colleagues and partners. Review transactional procedures to ensure fairness and transparency in terms of application. Treat people fairly and without prejudice or bias or make realistic commitments. Reward and acknowledge people for their contribution, based on merit.

Honesty and Integrity (V)

Level 2

Competency Definition:

The quality of being upright, truthful, sincere and freedom from deceit or fraud (H). Guided by values, ability to demonstrate moral judgement and doing the right thing consistently (I).

Behavioural Indicators:

Admits own mistakes and weaknesses and seeks help from others were unable to deliver. Conducts self in accordance with organisational values. Deals promptly, and in the interest of the organisation, in situations where conflict of interest arises. Establishes trust and shows confidence in others. Honours the confidentiality of matters and ds not use it for personal gain or the gain of others. Reports fraud, corruption, nepotism and maladministration. Are unwilling to consider change to practices and approaches unless supported by authorised frameworks, rules and regulations. Appropriately challenge assumptions and unhelpful behaviour.

Organisational Awareness

Level 2

Competency Definition:

Knowledge of own organisations, policies, procedures, services, products and business operating model.

Behavioural Indicators:

Understands organisational culture and practices. Decisions reflect organisational awareness. Makes good use of both formal and informal channels to achieve results. Builds the necessary alliances across the organisation.

Problem Solving and Analysis

Level 2

Competency Definition:

Must be able to systematically identify, analyse and resolve existing and anticipated problems in order to reach optimum solutions in a timely manner

Behavioural Indicators:

Ensures that decisions are made based on policies, rules, and organisational directives in order to solve problems in the best interests of all stakeholders. Demonstrates an ability to quickly assess a situation and determines best operational strategy for resolution.

Respect (V)

Level 2

Competency Definition:

Ability to be considerate for self and others.

Behavioural Indicators:

Does not intimidate others in an aggressive or overpowering way. Listen to others and you show that you value and respect their input. Manage your reactions to situations professionally and calmly. Know & understands the dress code, act in appropriate manner as outlined in the code of conduct. Know and understand how your behaviour can be interpreted and consider the impact you have on others. Refrain from using inappropriate language. Have a responsibility to speak out when you are aggrieved, using the relevant remedial processes. Build a sense of personal and social obligation to contribute meaningfully to your work, the work of SARS and the society at large. Uses work time for organisational matters and not for personal matters.

Stakeholder Engagement and Management

Level 2

Competency Definition:

Recognises the importance of relationships as a fundamental business resource and makes attempts to build and maintain solid working relationships with others

Behavioural Indicators:

Implements programmes designed to strengthen relationships with specific stakeholders. Creates and nurtures important work contacts. Shares relevant information to create common ground. Seeks to understand requirements, gathering extra information when needs are not clear. Understands the differing needs of stakeholders and adapts own service accordingly.

Trust (V)

Level 2

Competency Definition:

Firm belief in the reliability, truth or ability of someone or something.

Behavioural Indicators:

Practices transparency and openness to one's ideas and feelings. bides by social, moral, professional and organisational ethics and the SARS's values and principles.

Technical Competencies

Awareness Campaign Management

Level 2

Competency Definition:

The ability to create and implement awareness programmes to educate others on services or products

Behavioural Indicators:

Determines if the awareness programme could be integrated with existing education and training initiatives or whether there should be special interventions to support the learning outcomes. Identifies learning materials or programmes available to transfer the learning experience through digital and non-digital media. Defines follow up interventions to support the awareness programme outcomes. Demonstrates proficiency in adult education and learning principles and methodologies. Demonstrates proficiency in implementing a targeted awareness campaign.

Business Knowledge

Level 2

Competency Definition:

Activities, tasks and practices associated with obtaining and using high level of knowledge in business areas, functions and products.

Behavioural Indicators:

Experience in liaising with peers in the business. Is respected and consulted by business area peers. Can propose business or system solutions to business issues.

Business Writing Skills

Level 2

Competency Definition:

The capacity to communicate ideas, facts and quantitative data in writing using appropriate grammar, syntax, sentence and document structure in the business environment

Behavioural Indicators:

Accurately quotes, paraphrases and summarises resources when conveying information in writing. Produces written documents and/or reports that are grammatically sound, using appropriate verbiage, syntax, and sentence structure. Takes time to plan and organise content of written composition to ensure informational flow. Creates written documents with logical and/or verbal transitions between major points. Provides supporting evidence for the basis of recommendations conveyed in composed documents and letters.

Corporate Communications Strategy

Level 1

Competency Definition:

The ability to plan, implement, manage and review corporate communications to support organisational strategy in terms of vision, values and brand awareness

Behavioural Indicators:

Understands the concept of internal corporate communications and its application.

Data Collection and Analysis

Level 2

Competency Definition:

Ability to determine trends from raw data to assist decision-making in various aspects of work at SARS

Behavioural Indicators:

Defines the most appropriate means of data collection. Develops formats for data collection. Defines the most appropriate internal and external data/information sources. Identifies key facts in an array of data. Recognise when pertinent facts are incorrect, missing, or require supplementation or verification. Breaks down data into component parts to understand the nature and relationship of the parts. Demonstrates a broad knowledge of statistical data-handling techniques. Undertakes more comprehensive analysis of data/information but is not required to draw conclusions.

Efficiency improvement

Level 2

Competency Definition:

Contribution to improving the operational efficiencies within the team, incl. re-evaluation of processes, policies, procedures and provision of recommendations to enhance operational efficiency

Behavioural Indicators:

Partakes in process, policy, procedure review activities to identify and address gaps.

Functional Policies and Procedures

Level 2

Competency Definition:

The knowledge and interpretation of the functional policies and procedures, including monitoring their consistent application internally within SARS.

Behavioural Indicators:

Is capable of measuring consistency of policy application. Knows how to conduct post-implementation analysis and recommends appropriate changes to policies and procedures.

Quality Orientation

Level 2

Competency Definition:

Promotes and maintains high standards of quality at work

Behavioural Indicators:

Meets customer needs and delivers quality. Provides a prompt, efficient and personalised service to customers. Go out of way to ensure that individual customer needs are met. Proposes alternative approaches to meeting customer needs and delivering quality results. Ensures the team understands and delivers on the agreed service and quality levels. Monitors and acts on measures of customer satisfaction and quality adherence.

Reporting**Level 2****Competency Definition:**

Ability to create reports for various SARS stakeholders as relevant, in a lucid and effective manner, keeping in mind the purpose of the reports.

Behavioural Indicators:

Sourcing of data using more advance methods, producing less than obvious business data, information and statistics. The ability to identify critical reporting factors and to write, develop templates and present reports. Able to prepare both standard and non-standard assessment reports to time and quality standards. Able to collate and analyse readily available data for inclusion in a report.

Research**Level 2****Competency Definition:**

Conduct research, analyse trends and produce quantitative and qualitative information to inform business decisions

Behavioural Indicators:

Conducts advanced analysis on companies and provides investment research findings to enable recommendation formulation.