

ENERGY COUNCIL OF SOUTH AFRICA IS SEEKING A *SNR ASSOCIATE: COMMUNICATIONS COORDINATOR*



Job Title:	Senior Associate: Communications Coordinator
Closing date:	25 October 2024
Geographical area:	Cape Town
Primary reporting:	Senior Manager: Operations

Background and context

The Energy Council of South Africa was established to coordinate a unified voice of business and play a leadership role in South Africa's energy transition. This includes driving stakeholder and policy alignment and assisting in addressing major issues in the energy landscape for a thriving energy sector as well as inclusive economic growth and a Just Energy Transition. We serve as the collective, unified voice of the energy sector in South Africa and work closely with both the public and private sector to address major energy sector matters.

An important element of being the unified voice of business, and playing a leadership role in the energy sector, demands accurate, clear, consistent and impactful communication. The Energy Council regularly interacts, almost daily, with both internal and external stakeholders. Therefore, the Energy Council is looking to employ a Senior Associate: Communications Coordinator to assist the Senior Manager for Operations.

The Candidate/ Purpose of the Job

The Energy Council wishes to appoint a motivated and creative Senior Associate: Communications Coordinator that will be responsible for assisting with the planning, co-ordination and end-to-end execution of communication initiatives.

The Energy sector in South Africa is currently undergoing significant changes and this is an exciting time to be involved in a Just Energy Transition with crucial social impact. You will have an opportunity to contribute to real change in South Africa, impacting the quality of life of current and future generations.

Key Accountabilities (not exhaustive):

- Assist with designing, developing, and delivering a communication plan for the Energy Council that is in accordance with the goals and mission of the organisation. Measure progress against the plan at regular intervals and suggest changes in operations.



- Ensure consistency, alignment and unity in the Energy Council messaging in line with our communications protocol. Develop a Key Messaging protocol document to assist in this process.
- Assist with the implementation of the Energy Council “Bring the Energy, Mzansi” Communications Campaign – a comprehensive and strategic national communications campaign to raise awareness, create understanding and promote meaningful debate and discussions.
- Delivery of the monthly Energy Council newsletter including planning of content and working with colleagues to develop content. Further, uploading content into the newsletter template in Everlytic, QA of the draft newsletter and the final newsletter release. Post delivery review and analysis to identify improvement opportunities and growth potential.
- Elevation of Energy Council profile and growth of social media presence. Daily posting on the Energy Council social media sites as advised by colleagues and by taking own initiative and being creative. Monitoring member social media sites and re-posting relevant content. Monthly review of statistics.
- Ownership of Energy Council events log which tracks the Energy Council attendance at events. Support with identification and review of new events/event invites as well as event partnership agreements.
- Quarterly review of Energy Council website to ensure that it remains fit-for-purpose and that there is growth in website traffic.
- Ensure that all communication documentation is filed in relevant online folders.
- Identify and assist with management of stakeholders, establishing needs, issues, and concerns and reacting to them by assisting with the development of stakeholder engagement plans to support the communication of business information and decisions.
- Build strong and trusted relationships with all stakeholders.
- Directly engage and support the Senior Manager for Operations. Regular engagement with other team members as required.

Qualifications:

- Post graduate Honors degree, or equivalent preferred but not essential.

Minimum Experience/ Competencies:

- At least 5 years’ experience in Communications.
- Experience in Everlytic (or similar marketing tools) and WordPress, preferred but not essential.
- Interest in, and basic understanding of, the energy sector of South Africa and its developmental agenda,
- Detail-oriented with a solid understanding of a broad range of communication techniques.
- Exhibit critical thinking skills, strong problem-solving skills and meticulous attention to detail.
- Excellent communicator who is happy to multi-task and who works well in a team.
- Understanding of complexities of B2B audiences.
- Self-starter combining an analytical mind and creative capabilities, and who thrives in an entrepreneurial environment.

Certification & Professional Membership:

- No requirement.

Competencies:

Behavioral:

Strong Interpersonal Skills	Ability to work effectively with different teams, stakeholders, and clients.
Attention to Detail	Ensuring high accuracy in all communications, from emails to press releases.
Adaptability	Ability to adjust to changes quickly in a fast-paced environment.
Time Management	Efficient in managing multiple tasks and deadlines simultaneously.
Problem-Solving Skills	Ability to troubleshoot communication challenges creatively and effectively.
Team Collaboration	Working cooperatively with the Energy Council and other teams.
Emotional Intelligence	Understanding and managing emotions effectively when interacting with others.
Resilience and Stress Management	Handling high-pressure situations calmly and professionally.
Initiative	Proactive in identifying opportunities to improve communication efforts.
Creativity	Generating fresh and engaging communication ideas.

Technical:

Content Creation	Writing, editing, and proofreading skills for various types of communication (e.g., press releases, newsletters, social media).
Media Relations	Experience in dealing with the media, pitching stories, and handling press inquiries.
Digital Marketing Knowledge	Understanding of Search Engine Optimisation (SEO), Search Engine Marketing (SEM), email marketing, and social media platforms.
Design and Multimedia Skills	Basic knowledge of graphic design (e.g. Adobe Creative Suite) and multimedia content creation.
Analytics and Reporting	Ability to track, measure, and report on communication effectiveness using tools like Google Analytics.
CRM & Marketing Automation	Managing communication projects from inception to completion, often using project management tools.
Project Management	Managing communication projects from inception to completion, often using project management tools.
Event Planning and Coordination	Experience organising communication events such as press conferences or internal meetings.
Crisis Communication	Ability to manage communication in times of crisis or reputational risk.
Website Management	Basic knowledge of content management systems (CMS) like WordPress for updating websites.

Applications by qualifying candidates can be done by completing the **Senior Associate: Communications Coordinator Application Form** AND sending your CV to info@energycouncil.org.za.

For more information on the Energy Council and this exciting role, please visit www.energycouncil.org.za.