



GAUTENG
LEGISLATURE
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1994-2024
30
YEARS OF
DEMOCRACY



INTERNAL AND EXTERNAL ADVERTISEMENT

DIRECTORATE: COMMUNICATIONS AND PPP

REFERENCE #	POSITION	No. of VACANCIES AVAILABLE
50008475/50008476	Media Officer	X2 P09 R 717 819 CTC Per Annum

Reporting to: Senior Media Relations Officer

Purpose

To provide strategic media support services to the GPL and its Committees.

REQUIRED KEY COMPETENCIES:

- Media management
- Basic Financial and Governance Management
- Basic Human Capital
- Stakeholder Management
- Project Management
- Basic Contract Management

KNOWLEDGE AND SKILLS:

- Writing skills
- Understand how information is accepted
- Understand broad communication principles
- Understand Branding and Corporate Identity principles
- Monitoring and Evaluation
- Report writing
- Research skills
- Customer management/ Relations

KEY PERFORMANCE AREAS

KPA 1: Financial Management

- Contributing to the Communications unit budgeting process
- Negotiate and buy media space for all Institutional programmes

KPA 2: Implements a media strategy

- Enhanced reputation/ and image of the GPL
- Conducts regular analysis of reputation in the media
- Build strategic relationships with media organisations/houses, editors, journalists – forming core groups of informed journalists, with clear/specific intentions or outcomes
- Crafting of messages
- Proactive media engagements
- Analyse topical issues and target media platforms
- Assist in writing articles for presiding officers for different media including all Institutional communication platforms
- Advice on placing of adverts and design and layout

KPA 4: Gather and synthesise information to various media groups including the Web site

- Analyse, Write and package information for dissemination through various methods
- Profiling Committee meetings
- Update media related content on the Web site

KPA 5: Analyse coverage gained

- Advice on issues to follow up/and identify issues to be reported on
- Analyse and interpret coverage gained and advice on proper action to follow
- Monitor coverage: using electronic web clippings, assess and distribute to relevant audiences with recommendation.

KPA 6: Establish public profile of the GPL and its work, in order to increase awareness and public participation.

- Identify issues for key spokespersons and channelling them to relevant media houses
- Packaging of information (Articles, Editorials) and disseminating to relevant media
- Responsible for feedback in informing the public about decisions or processes undertaken
- Craft messages that relate to law making, public participation and oversight function of the institution

KPA 7: Implement targeted media plans per activity or event

- Identify media trends, footprints, demographics and advice on cost benefit for a media plan to succeed and effective media buying
- Undertake and advice on media suitable for specific events

- Undertake proactive involvement in institutional activities

KPA 8: Establish public profile of the GPL and its work, in order to increase awareness and public participation

- Undertake to accredit journalists for an annual period, for sustained relationships (promoting access to journalists)
- Develop and update media profiles/database (Community, provincial, National media)
- Upkeep of journalists' names, media houses, advertising, and agencies
- Undertake networking sessions with the intention of building an informed media group and to sustain relations

KPA 10: Enhanced Media Relations

- Undertake to accredit journalists for an annual period, for sustained relationships (promoting access to journalists)
- Develop and update media profiles/database (Community, provincial, National media)
- Upkeep of journalists' names, media houses, advertising, and agencies
- Undertake networking sessions with the intention of building an informed media group and to sustain relations

QUALIFICATIONS/EXPERIENCE REQUIRED:


- BA Communications/Journalism or Equivalent qualification
- A post graduate qualification will be an added advantage.
- Minimum three (3) years' experience in the communication environment
- Minimum two (2) years' experience in media relations management
- Minimum one (1) year of experience at supervisor/ specialist Level

Closing date for applications: 19 June 2026

NB: The Gauteng Provincial Legislature is committed to the achievement and maintenance of employment equity and diversity especially in respect of race, gender and disability. People with disabilities are particularly encouraged to apply. Appointment will be made subject to completion of background/reference checks. Potential candidates for the post may be subjected to security vetting and screening by State Security Agency, and appointment to the post be determined based on the results from such screening and vetting. The Provincial Secretary of Gauteng Legislature reserves the right to approve or decline the appointment. If you do not receive any response from us within six weeks of the closing date, please consider your application as unsuccessful.

This is a readvertisement. Candidates who have applied before need not reapply for this position.

To apply for this position, submit your cv to Hrrecruitment1@gpl.gov.za with your certified supporting documents (i.e. ID, certified Copy of qualifications with at least two contactable references).



Always quote the position reference number on the subject line – applications without a position reference number will not be considered.

Applicants must refer inquiries pertaining to the advertisement to the Talent Attraction Specialist on the following email: TMkhungo@gpl.gov.za