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## Marketing and Communications Officer

### Purpose

- Deal with member queries that come via social media platforms
- Post member information updates on the website
- To provide management and fund trustees with member information as picked up from the social media platforms
- To provide reports to management for decision making
- Measure the impact of social media on the overall member service efforts
- To facilitate communication strategy of the Fund
- To respond to media inquiries/queries/statements
- To facilitate drafting of correspondence for the Fund including all newsletters, pamphlets and reports
- Ensure the Fund's website is updated and kept to the standards required by the Fund

### Qualifications and Experience Required:

NQF Level 5: Higher Certificate in Communications/Journalism or related field  
3 - 5 years' experience

### Key Areas of Responsibilities:

- Take responsibility for and attend to all Social media queries received through forms of social media identified by the Fund i.e. Facebook, Whatsapp, Email.
- Continuously respond to social media member queries.
- Consolidate social media member queries and submit reports.
- Write reports and present them to the Communications Sub-Committee when required
- Check if all information is provided
- Solicit outstanding information in time
- Analyse queries for proper routing
- Forward queries to Salt
- Follow-up on queries with Salt
- Acknowledge receipt for each query
- Receive Salt back office responses and ensure response to members satisfactory
- Attend to all Fund media queries
- Plan, prepare and execute all decisions of the Communications SC in relation to all requirements
- Engage with Stakeholders
- Execute the Fund's communication strategy

Compile weekly stats and provide to manager

- Compile monthly reports (statistical, quantitative, qualitative)
- Escalate unresolved queries
- Follow up on unresolved queries
- Review user generated comments and posts in a quick and timely manner
- Ensure first contact resolution and member satisfaction by resolving all escalated queries within their prescribed turnaround times and making sure that they are in line with the fund policies
- Attend all Communications Sub Com meetings including ad hoc meetings, when required

### **Office support**

- Keep records and files on all social media administrative matters.
- Attend to Fund office enquiries and requests.

### **Knowledge, Skills and Competencies Required:**

Knowledge of business policies, processes, and procedures

Excel advanced

Ethical behaviour (honesty/integrity)

Analytical thinking

Teamwork/collaboration

Judgement and Decision-making

Attention to detail

Stress handling

Interpersonal awareness / empathy

Excellence / quality orientation

### **Employment Type**

Full-time

### **Job Functions**

- Administrative
- Customer Service
- General Business

### **Remuneration**

R420 000-R460 000p.a.

### **Applications@psspfund.co.za**

Ref: PSSPF4202

### **Closing Date**

27 May 2022