

JOB TITLE : **MANAGER_MEDIA AND PUBLIC STAKEHOLDER RELATIONS**
POSITION NUMBER : **60067217**
REPORTS TO : **SENIOR MANAGER_COMMUNICATIONS MEDIA LIASON**
LOCATION : **HEAD OFFICE**
POSITION STATUS : **PERMANENT**

Purpose of the Job

The main purpose of this role is to enhance Postbank's brand reputation. The incumbent will be responsible for managing media relations on behalf of the organisation. They will also be responsible for fostering transparent internal communication channels to engage and align our diverse workforce. In addition, the incumbent will actively be involved with the organisation's stakeholder relations management with our varied stakeholders that includes government as our shareholders, Parliament, regulators, industry associations, interest groups, communities, customers and employees. The role reports directly into the Senior Manager: Communications and Media Liaison and serves as a member of a cross-functional team. Therefore, the incumbent will work closely with our product and brand marketing teams. We are looking for an organized person that is strategically inclined and has 'a get it done attitude'. They must be adequately networked in the media, be able to work under pressure, and meet timelines. The job requires someone that is able to work outside of normal office hours. They must have experience of driving innovative internal communications initiatives as well as knowledge and experience in working with the media. Having a full appreciation and understanding of the workings of government, SOE sector and Parliament will be an advantage.

Job Responsibilities

External Communications and Media Relation

- Develop and implement comprehensive public relations plans to elevate the Postbank brand in totality internally and externally, the entity's reputation, and promote its mission and achievements.
- Develop and implement comprehensive external communications plans
- Craft engaging press releases, thought leadership articles, and other content to effectively communicate company updates, product launches, partnerships, developments, and industry insights.
- Respond to press enquiries in line with the organisation's Communications and Media Relations Policy.
- Monitor and analyze media coverage and industry trends, providing regular reports to leadership and suggesting adjustments to communication plans as needed.
- Ensure consistent and accurate messaging in all external media communications.
- Develop emergency communication plans and protocols to effectively manage and mitigate potential reputation risks
- Build and maintain strong relationships with media contacts, journalists, and industry analysts to effectively pitch stories and secure media coverage.
- Develop key communication collateral for both internal and external stakeholders (briefing documents, corporate portfolios, spokesperson bios, articles, speeches, scripts, press releases, social media and blog content)
- Prepare company executives for media interactions, providing media training, talking points, and guidance on addressing potential questions or challenges.
- Serve as the point of contact for media inquiries during emergency situations, providing accurate and timely responses to protect the Postbank's image.

Stakeholder Relations Management

- Develop and implement comprehensive stakeholder management plans (including a comprehensive Parliament relations plan, in liaison and alignment with the shareholder representative department plans)
- Perform annual stakeholder impact assessment surveys
- Organize stakeholder engagements events
- Build relationships with executives, and internal stakeholders, to serve as a business partner and owner of the delivery of the brand story Postbank internally.

Employee Enjoyments

- Owns the entirety of the employee communications value chain and performance including:

- Employee e-Newsletter (sourcing news, aligning newsletter contents to strategy, aligning newsletter activities to the overall Postbank brand strategy).
- Owns events targeting employees and external stakeholders in line with the brand strategy
- Become partner to the human resources department's employee value proposition drive.

Internal Communications Management

- Develop and execute internal communication plans that foster employee engagement, alignment, and a sense of belonging across the business in line with the entity's brand strategy.
- Owns the end-to-end internal communications activities and platforms, internal branding, including newsletters
- Prepare and distribute internal memos, templates, and announcements to keep employees informed about company news, updates, and initiatives.
- Collaborate with cross-functional teams to gather and share information about product developments, industry trends, and corporate updates.
- Manage internal communication platforms, ensuring content is relevant, timely, and aligned with Postbank's values and goals and overall brand strategy.
- Plan and coordinate employee engagement events, town hall sessions, and webinars to facilitate transparent communication and encourage feedback.
- Be the face of the company for any internal brand and communications activities and key industry and media events

Minimum Requirements

Qualifications

- Bachelors Degree together with a Post Qualification in Communications, Public Relation, Journalism, Marketing, or related field

Experience

- Over 10 years' proven experience in public relations, media relations, and internal communications, preferably within the banking or financial services industry, or relevant industry and/or experienced in an agency; of which 5 years has been on high level engagements with executives and senior managers and external stakeholders
- At least 5 years' experience in managing sensitive matters with stakeholders through a strategic mindset.

Knowledge and understanding

- Proficiency in using various communication tools, platforms, and software.
- Knowledge and ability to use latest creative design tools (e.g, Coreldraw, Canva, or similar)
- Knowledge of the media landscape and processes.
- Knowledge of government and Parliament procedures
- Knowledge of copywriting
- Project Management Skills
- Written and Verbal Communication Skills
- Valid Code B Driving Licence

Soft skills

- Organised Personality, Results and Goal Oriented, Problem Solving, Systematic Approach , Effective Communication, Service Orientation, Embracing Change, Innovative Thinking ,Organisational Awareness, Team Working, Ability to develop impactful Internal Communication Plans, Ability to identify the need of, and to create, implement and measure internal communication campaigns, Write effective and compelling internal communication copy, Computer proficiency in Microsoft Office, Strong Project Management skills (project initiation, implementation, monitoring and evaluation skills), Strong Communication skills (verbal, writing, presentation, listening and report writing), Strong initiative and ability to build trust-based relationships with leadership, Strong interpersonal skills, Management skills (planning, organising, co-ordination and control), Leadership, Ensure wise deployment of company financial resources, Judgement and problem solving skills, Sound decision making, Negotiation / persuasive skills, Budgeting, Research and analysis

- Trustworthy person, A restrained person that is able to handle sensitive information, Networked in the media (e.g., a former journalist/Parliament or government reporter that also has experience working in a financial services environment), Service excellence orientation, Driven by the opportunity to work with the Business Units in order to improve Postbank's image to its employees ,Proactive approach to dealing with business and communication challenges, Creative approach to problem solving, Attention to detail, Deadline driven, Influencing, Industrious, Motivated and positive minded, Ability to operate independently, Ability to perform under pressure, Focus on achieving objectives

How to Apply

If you wish to apply and meet the requirements, please forward your Curriculum Vitae (CV) to RecruitmentSN@Postbank.co.za Please indicate in the subject line the position you are applying for. To view the full position specification, log on to www.postbank.co.za and click on Careers.

Closing Date

12 March 2026

Disclaimers

The South African Postbank SOC Limited is committed to the achievement and maintenance of diversity and equity in employment, especially with regard to race, gender and disability. In compliance with the bank's employment equity plans, we encourage and welcome applications from diverse groups from the South African Employee active population. Correspondence will be limited to short-listed candidates only.

Note, only applications received on this platform will be considered. "POPIA sections provides that everyone has the right to privacy and it includes a right to protection against the unlawful collection, retention, dissemination and use of personal information. By applying for employment you consent to the processing of your personal information with Postbank. Your personal information and any attached text or documentation are retained by Postbank for a period in accordance with relevant data legislation."

If you do not hear from the South African Postbank SOC Limited or its Agent within 3 months of this advertisement, please accept that your application has been unsuccessful. The South African Postbank SOC Limited reserves the right not to fill the positions or to re-advertise the positions at any time.