



COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT MANAGER

Reference Number: NGB/003-2022

Nature of Employment - Permanent position

**Remuneration Scale: R846,630.00 – R1,233,539.00 per annum
(all-inclusive package)**

Preference will be given to Coloured Male and Female, White Male and Female and people with disabilities

BRIEF SUMMARY OF THE ACT

The National Gambling Board (NGB) is established in terms of the National Gambling Act, (NGA) 2004 (Act 7 of 2004). It is a schedule 3A Public Entity in terms of the Public Finance Management Act, 1999 (Act 1 of 1999). The NGB makes provision for the coordination of concurrent national and provincial legislative competence over matters relating to the continued regulation of gambling activities and also makes provision for the establishment of uniform norms and standards applicable throughout the Republic in certain gambling activities.

STRATEGIC OBJECTIVE

The strategic outcomes stated below straddle and apply across all positions within the NGB. Successful incumbents will be required to execute their functions in consideration of the following strategic outcomes:

- ✚ Account for and identify all legal gambling machines, devices and owners, licensed juristic and natural persons and excluded persons;
- ✚ Economic transformation and increased participation of Historically Disadvantaged Individuals in the mainstream gambling industry;
- ✚ Effectively monitored PLA compliance with gambling legislation;
- ✚ Facilitated S16 confiscation of proceeds from illegal gambling activities;
- ✚ Effectively monitored socio-economic patterns of gambling activity within the Republic;
- ✚ Uniformity of legislation in the gambling industry; and
- ✚ Broad-based public education

PURPOSE

The role of the Communications and Stakeholder Engagement Manager is centred on providing strategic stakeholder management and leadership, corporate communication and management of the broad-based public education outcome of the NGB. The responsibility of the incumbent is to initiate, facilitate, coordinate and maintain the development of key strategic relationships and partnerships to advance the NGB agenda as well as development and implementation of the national broad-based public education programme.

KEY PERFORMANCE AREAS

Internal Communications

- ✚ Develop and Implement communication and marketing strategies, public relation initiatives and other materials which promote the aims of the NGB.
- ✚ Develop and maintain strong internal and external relationships to exchange information with key industry stakeholders, government and communities, and other stakeholders to inform strategic and operational decisions related to programs and services.
- ✚ Ensures internal communication messages are consistent across all mediums and for different divisions of the National Gambling Board.
- ✚ Ensures internal communication messages are consistent with external communication messages.
- ✚ Ensures communication of media issues internally through the preparation of the National Gambling Board's newsletter.
- ✚ Plan and develop content for and maintain the NGB website and populate it with appropriate information and contact links.
- ✚ Handles the internal communication response to crisis situations which affects the National Gambling Board's perception and reputation.
- ✚ Maintain the NGB's corporate branding in line with marketing principles and guidelines.

Stakeholder Engagement and Management

- ✚ Develop and implement NGB's stakeholder engagement strategies.
- ✚ Plan and lead the implementation of integrated stakeholder engagement initiatives to improve and enhance the perceptions and experiences of NGB to stakeholders and communities.
- ✚ Establish and maintain stakeholder databases and provide input into needs assessment of the area.

- ✚ Develops, plan and conduct education and awareness initiatives on responsible gambling and the Risks and Socio-Economic Impact of Gambling for the public and direct industry stakeholders utilising various media platforms.
- ✚ Develop public awareness campaign content and protocols in line with the national programme.
- ✚ Identify target media and audiences in order to communicate targeted NGB campaigns.
- ✚ Reviews the National Gambling Board's work and research regularly in order to identify relevant and topical issues and undertakes proactive media engagement to disseminate such information through featured articles.
- ✚ Work with colleagues from across the NGB to maintain an overview of our engagement with various stakeholders and key industry stakeholders, mapping key contacts and identifying gaps.
- ✚ Ensures effective media trends analysis to improve the National Gambling Board's alignment.
- ✚ Monitors media coverage to identify issues that impact the National Gambling Board negatively in order to provide a response for stakeholders.
- ✚ Arranges press briefings to ensure that the National Gambling Board's message is communicated appropriately.
- ✚ Compiles press releases to obtain positive publicity and build the National Gambling Board's brand.
- ✚ Identifies key opportunities for the National Gambling Board to promote its services and messages at events.
- ✚ Arranges public appearances, lectures or exhibits for the National Gambling Board to increase service awareness.
- ✚ Prepares communication material for the NGB to enable participation in related forums.
- ✚ Optimises communications by identifying appropriate communication platforms for the National Gambling Board to engage with stakeholders such as social media platforms and exhibitions.
- ✚ Implement recommendations emanating from research conducted on socioeconomic impact of gambling.
- ✚ Coordinate the dissemination of research findings to relevant stakeholders.
- ✚ Communicate key statistics and information relating to gambling on the NGB website as well as other publications.

Broad-Based Public Education Programme

- ✚ Develop and implement the Broad-Based Public Education Programme about the Risks and Socio-Economic Impact of Gambling (the Programme).
- ✚ Build strategic partnerships in the implementation of national programme.
- ✚ Disseminate the content and protocols in line with the national programme.
- ✚ Assess the success of the national broad-based public education programme.

- # Roll out strategies to improve responsible gambling culture and stakeholder compliance.
- # Attends and participates in external stakeholder events such as roadshows etc.
- # Strengthening communication measures (including educational programmes) especially as it relates to curbing the social impact of gambling on society.
- # Manage stakeholder satisfaction and implement strategies for continually improving stakeholder satisfaction within the industry.
- # Assess stakeholder satisfaction and develop strategies for continually improving stakeholder satisfaction within the industry.
- # Responds to government and industry regulations as a principal point of contact.

Stakeholder Relationship Management

- # Develop and maintain valuable stakeholder relationship management.
- # Build effective relationships with key stakeholders, partners and the community in the gambling industry.
- # Builds relationships and contacts with relevant print, broadcast and online journalists in South Africa.
- # Focuses on delivery through proactively establishing and maintaining effective working relationships.
- # Solves problems creatively whilst demonstrating a high level of integrity.
- # Maintains professional relationships that meet the National Gambling Board's core values.
- # Maintains effective and efficient communication channels.
- # Maintains regular contact with internal divisions.
- # Ensures and enables clear and open communication.
- # Oversees the maintenance of the stakeholder's database to guarantee current information.

Budget Management

- # Analyses the business plan to determine the financial requirements.
- # Obtains the budgetary prescripts from the Finance Division.
- # Determines financial allocations in accordance with deliverables.
- # Submits budget for approval in accordance with policies and procedures.
- # Monitors expenditure against budget and ensures spending occurs within budgetary limits.
- # Peruses monthly expenditure statements from Finance and addresses anomalies.
- # Explores opportunities to reduce costs.

Human Resource Management

- ✚ Sets performance objectives for the Division and ensure they are cascaded into performance agreements of subordinates.
- ✚ Ensures that all employees have signed performance agreements.
- ✚ Monitors and measures performance quarterly by conducting employee appraisals.
- ✚ Identifies areas of development and draws up action plans to address poor performance.
- ✚ Ensures ongoing training and development of employees.
- ✚ Addresses employee relations matters fairly and promptly.

Records Management

- ✚ Ensure that records management is performed in accordance with NGB approved file plan and electronic document management system.

MINIMUM JOB REQUIREMENTS

Qualifications

- ✚ Three (3) years National Diploma or Bachelors Degree in Marketing/ Communications / Public Relations and/or Journalism.
- ✚ A Master's degree in the subjects above will be an added advantage

Experience

- ✚ Eight (8) years' experience in Marketing and Communications
- ✚ Three (3) years should be in management.

Competence and skills

- ✚ The appointee must have the following technical skills:

- Relationship Management

- ✚ The appointee must have the following skills:

- Good strategic stakeholder engagement skills
- Good marketing skills
- Good media relations and networking skills
- Planning and Coordinating
- Good Report writing
- Creative thinking ability

- Advanced Communication
- Computer literacy (MS Office proficient)
- Good social and networking skills
- Advanced presentation skills
- Corporate governance principles
- Administrative and organizational skills
- Problem solving skills
- Attention to detail

✚ The appointee must have the following knowledge in terms of **legislations:**

- Public Finance Management Act.
- Knowledge of National Treasury guidelines & regulations.

The successful applicants' remuneration package will be in terms of the NGB Remuneration Policy. The National Gambling Board subscribes to the principles of Employment Equity.

The appointee will be required to sign a performance agreement within one (1) month of joining the organisation and this position is subject to a twelve (12) months' probation period.

To apply for this position, interested applicants are required to complete the NGB employment application form to be obtained from NGB's website www.ngb.org.za, attach and complete the following mandatory documents i.e. comprehensive CV, copies of qualifications and identity document. **Failure to submit all requested documents will disqualify your application.**

The completed application with all supporting documents must be submitted by e-mail to recruitment@ngb.org.za, hand delivered to the NGB offices at 420 Witch Hazel Avenue, Eco Glades 2, Block C, Eco Park, Centurion or posted to the Human Capital Optimisation, Private Bag x 27, Hatfield 0028.

CLOSING DATE for all applications: **14 February 2022**

Background verifications, criminal record checks, citizenship check and competency assessment will form part of the selection process. It is the responsibility of candidates or applicants with foreign qualifications to have them verified by the South African Qualifications Authority (SAQA). If you have not been contacted within three months after the closing date, please regard your application as unsuccessful.

The NGB reserves the right not to fill the position.