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NELSON MANDELA MUSEUM

Bunga Building, Owen Street, Mthatha, South Africa | P O Box 52808, Mthatha, 5100, South Africa
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The Nelson Mandela Museum with four sites namely Bhunga Building, Nelson Mandela Youth and Heritage Centre in Qunu, OR Tambo Gardens of Remembrance and Ingquza Hill Memorial has dynamic and enviable opportunities to serve South Africa, as a steward of a living legacy, to share and learn the true story of Nelson Mandela in context, in ways that inspire and empower people.

The Museum invites applications from suitably qualified, committed, competent and experienced South Africans to serve as **SENIOR MANAGER: PUBLIC ENGAGEMENT**.

This is an opportunity to help create a caring value driven heritage institution of knowledge and excellence.

POSITION: SENIOR MANAGER PUBLIC ENGAGEMENT

REF: Snr Mng PE 6/2024

Remuneration Package: R1,022,913 - R1,228,137 p.a (Total Cost to Company)

Term is a 3 Year FIXED TERM Contract

PURPOSE OF POSITION:

The purpose of the job is to enhance strategic alignment at Nelson Mandela Museum in order for organization to grow and fulfil its mission, vision and strategic goals as a multi-layered institution.

Reporting to the Chief Executive Officer, the incumbent will be responsible:

- To ensure that the strategic goals and objectives of the Public Engagement Department are aligned with NMM's mandate; and

- To provide outstanding leadership for the department to deliver services and functions in accordance with the organization's strategic objectives, policies, budgets, asset management plans and statutory requirements.

Key Performance Areas:

- **Strategic and Operational Planning Support:** As a Member of the Museum's Executive Management Committee technically support processes to develop and maintain the Museum's Strategic Plan, Annual Performance Plan, Budget and other governance and operational policy instruments.
- **Communication Strategy and Implementation:** Develop, maintain, and drive the implementation of the Museum's Communication Strategy, policy instruments, and programs.
- **Marketing Strategy Development:** Develop, maintain, and execute the Museum's Marketing Strategy to enhance visibility and engagement.
- **Brand Promotion:** Promote the Nelson Mandela Museum brand both nationally and internationally.
- **Digital Communication and Marketing:** Implement and manage the Museum's communication and marketing projects/programs through social media and other electronic platforms for optimal impact.
- **Media Relations:** Act as the Museum's spokesperson, provide technical advisory services to the CEO for media statements, and manage media interactions.
- **Resource Management:** Oversee the resources of the Museum's Communication and Marketing Unit effectively.
- **Fundraising Strategy:** Develop and implement a comprehensive fundraising strategy for the Museum.
- **Communication Policy Development:** Formulate and implement a communication policy and strategy for the Museum.
- **Community Development Initiatives:** Initiate and manage community development programs and projects.
- **Government and Stakeholder Liaison:** Liaise with key government stakeholders, including national, provincial, and local government bodies, traditional councils, and youth and women stakeholders.
- **Public Events Planning:** Plan, organize, and implement public events that highlight the values and legacy of Nelson Mandela.
- **Stakeholder Engagement Coordination:** In collaboration with the Senior Manager: Heritage & Conservation to coordinate the planning and development of Nelson Mandela Museum stakeholder engagement programs.

- **Audience Development Strategy:** Develop and execute a strategy and plan for audience development.
- **Event Coordination and Marketing:** Develop, implement, coordinate, and market strategic calendar events of the Nelson Mandela Museum.
- **Conference Participation:** Utilize regional, national, and international conferences to communicate and market the Nelson Mandela Museum brand and develop new audiences.
- **Reporting and Documentation:** Oversee the preparation of weekly, quarterly, and annual reports, including statistical data.

Experience and Skills requirements:

- Extensive (5 years+) similar middle management experience in a museum environment
- Experience in running communication and marketing campaigns and programmes.
- Initiating and running community development initiatives/projects and events.
- Knowledge and proven experience in project management.
- Proven knowledge and demonstratable evidence of stakeholder management and engagement
- Good interpersonal communications and listening skills
- Ability to work under pressure and to meet deadlines
- Minimum Code 8 Driver's Licence is a must.

Competencies required:

- **Strategic Capability and Leadership:** Demonstrated ability to provide strategic direction and leadership, with a proven track record in mentoring and guiding a team of professionals.
- **Financial Management:** Proficient in financial planning, budgeting, and expenditure monitoring, ensuring alignment with organizational goals and compliance with regulatory standards.
- **Program, Events, and Project Management:** Expertise in planning, executing, and managing programs, events, and projects, ensuring they are delivered on time, within scope, and on budget.
- **People Management and Empowerment:** Strong skills in managing and empowering team members, fostering a collaborative and high-performance work environment.

- **Stakeholder Communication:** Excellent communication skills, with the ability to effectively engage with a diverse range of stakeholders, including robust and challenging audiences.
- **Report Writing and Communication:** Superior report writing and general communication skills, ensuring clarity, accuracy, and professionalism in all written and verbal communications.
- **Social Media Communication and Marketing:** In-depth understanding of social media platforms and their role in communication and marketing, leveraging these tools to enhance public engagement and outreach.
- **Print and Broadcast Media Knowledge:** Comprehensive knowledge of the print and broadcast media landscape, with the ability to effectively navigate and utilize these channels for strategic communication.

Requirements:

- Post-Graduate Degree in Communication/ Marketing/ Journalism/ Public Relations or Media and Communication Studies.
- Knowledge and understanding of the South African Museum and Heritage landscape
- Understanding of the cultural tourism industry and how it can be harnessed for the benefit of the Nelson Mandela Museum.
- Media and stakeholder relationship management and liaison abilities.
- Content development, management and analysis.

Interested individuals who meet the requirements should submit their CV's with certified copies of ID and certificates that are not older than three months under a covering letter clearly marked "**REF: PE 6/2024** to:

**The Human Resources
Nelson Mandela Museum
P O Box 52808
Mthatha,
5099**

Or email

hr@nelsonmandelamuseum.org.za

or hand deliver to: Nelson Mandela Museum, Corner Owen Street & Nelson Mandela Drive, Bhunga Building, Mthatha, 5099.

FAXED APPLICATIONS WILL NOT BE CONSIDERED BY NMM.

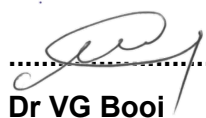
Correspondence will be limited to the short-listed candidates only.

Applicants with a foreign qualification must submit a SAQA evaluation report of their qualifications. The NMM reserves the right not to fill this advertised position.

The NMM is an equal opportunity, affirmative action employer committed to the achievement and maintenance of representativity (race, gender and disability). The NMM fully subscribes to the principles of Employment Equity, and these principles will be applied in the appointment for these positions. Preference will be given to South African citizens. All shortlisted candidates will be subjected to competency assessment.

For all enquiries, contact **Mrs Y Tshiki @ 047 501 9522.**

Closing date: **12 July at 16h00.**



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Dr VG Boo

Chief Executive Officer