

The Agricultural Research Council (ARC) is a premier science institution that conducts research with partners, develops human capital and foster innovation in support of the agricultural sector. It provides diagnostic, laboratory, analytical, agricultural engineering services, post-harvest technology development, agrochemical evaluation, consultation and advisory services, food processing technology services as well as various surveys and training interventions. Through its wider network of research institutes and experimental farms, the ARC provides a strong scientific base and a broadly distributed technology transfer capacity to the entire agricultural industry in South Africa.

The ARC-Central Office (ARC-CO) seeks to appoint a highly skilled, experienced and dynamic person to the following positions at Hatfield, Pretoria:

**PUBLIC RELATIONS OFFICER
(THREE (3) YEARS FIXED TERM CONTRACT)**

Key Performance Areas:

- Efficiently oversee marketing and communications for ARC-Department of Agriculture, Land Reform and Rural Development (DALRRD) projects.
- Market ARC-DALRRD activities, technical expertise, and information.
- Initiate efforts to establish and uphold a positive image of the ARC-DALRRD programmes, including planning publicity strategies and campaigns.
- Manage both internal and external stakeholders.
- Oversee and coordinate social media and multimedia activities, ensuring timely updates on social media pages.
- Work closely in collaboration with the marketing and communications unit at Central Office.
- Prepare reports in accordance with internal deadlines.
- Facilitate media interviews.
- Pitch story angles to news editors and media outlets.
- Plan and execute editorial, printing, photographic and graphic design services.
- Timeous writing and publishing of press releases.



- Ensure ARC-DALRRD receives positive media coverage.
- Respond to public and press related enquiries.
- Supervise human and financial resources.
- Effectively assist in information management on the ARC-DALRRD website.
- Identify relevant exhibitions to showcase and display ARC-DALRRD products and services.
- Collaborate with other campuses, when necessary.
- Ensure that the annual calendar of events is aligned to the corporate calendar of events.

Requirements:

- Bachelor's degree in marketing and communication or relevant degree. Honours degree will be an added advantage.
- At least five years' experience in marketing and communications.
- Excellent interpersonal and communication skills (verbal and written).
- Ability to write captivating content.
- Understanding of multi-media and social media platforms.
- Creativity and ability to undertake marketing research.
- Global mind-set and relationship building expertise and skills.
- Strong problem solving and analytical skills.
- Ability to work within a team.
- Ability to work under pressure.
- Self-managed and motivated.
- Proficiency in the MS Office suite.
- Valid driver's license.

Enquires: Ms Joy Peter, Tel: (012) 427 -9925

CLOSING DATE FOR APPLICATIONS: 31 JANUARY 2024



Competitive remuneration package will be congruent with the scope, responsibilities and the stature of the position. The appointment will be subject to a positive security clearance and preference will be given to South African citizens.

Applications accompanied by covering letter, detailed CV (Including certified copies of certificates, supporting documents, copy of driver's license) must be attached on the form.

Click on the link to apply Public Relations Officer <https://forms.office.com/r/MJ0d9Rb7qB>

NB: Non-RSA citizens with work permit must attach certified copies as well as the names and particulars of three (3) traceable referees.

SAQA evaluation report must accompany foreign qualifications. Incomplete applications will not be considered. Applicants who do not receive any response four (4) weeks after the closing date must regard their applications as unsuccessful. The Agricultural Research Council is an equal opportunity employer and is committed to the principles and processes of Employment Equity. The company has the right not to appoint.

