JOB ADVERTISEMENT:

SENIOR PUBLIC RELATIONS PRACTITIONER – (Ref NO – SPRP 2026)

The Proudly South African Campaign invites applications from suitably qualified candidates for the position of Senior Public Relations Practitioner on a fixed-term contract for 3 years. The incumbent will report to the Public Relations Manager and will be based at our offices in Rosebank, Johannesburg.

REMUNERATION PACKAGE: R45 000.00 per month plus benefits.

MINIMUM REQUIREMENTS:

- B. Degree in Public Relations, Journalism/Communication or related qualification.
- Minimum 5 years of Communication/Public Relations experience.
- Registration with the relevant PR affiliation bodies.
- Code 8 – Drivers Licence.
- Willingness to work weekends and extended or irregular hours.
- Media/Journalism experience will be advantageous.
- Experience in supervising a PR Team will be advantageous.

SKILLS:

- Strong networking and relationship-building skills, with an established media network comprising radio producers, presenters, editors, journalists, and other media stakeholders.
- Customer focused and committed to meeting expectations.
- Action-oriented, results-driven, and passionate about challenging tasks.
- Demonstrates integrity through trustworthiness, honesty, and professionalism.
- Passionate about South Africa's economic growth and job creation.
- A team player and willing to go the extra mile.

KEY ROLES AND RESPONSIBILITIES:

- Provide support to the PR Manager on organisational campaigns, internal and external PR activities.
- Gather and collate relevant stories and information for internal and external publications, including the Proudly SA's Members' Newsletter, website content, social media posts, and press releases.
- Assist with the coordination and organisation of press conferences.
- Manage media stakeholders and ensure adherence to protocols set out by Proudly South African.
- Compile reports on media trends per industry and identify media platforms to maximise Public Relation/visibility and media exposure.
- Responsible for collating news clip stats/reports.
- Evaluate and manage sponsorship proposals.
- Compile content for promotional materials to promote the campaign.
- Ensure consistent and frequent release of media and press communication that promote a positive image, visibility of Proudly SA's events/activities on the website and social media platforms.
- Grow the Proudly SA's social media following and presence quarterly.
- Develop, grow and maintain relationships with key members of the media through using various approaches, including the Producers Plan.

MEDIA RELATIONS

- Develop and maintain relationship-building initiatives with the PR Team and journalists and other media stakeholders.
- Knowledgeable of the South African media landscape.
- Maintain and ensure effective running of media relations.
- Write and pitch stories, or oversee the work of the PR Writer & Researcher, ensuring the delivery of high-quality, creative, and newsworthy content aligned with target media outlets.
- Establish and maintain good media relationships that leverage publicity.

DIGITAL

- Develop strategies to enhance the visual appeal and consistency of Proudly SA's social media platforms.
- Collaborate with the Senior PR Digital Content Officer to develop, contribute, share ideas, input on media plans and deliver quality content across Proudly SA's digital platforms.
- Share responsibility for community management across Proudly SA's social media platforms.
- Create newsletters that are informative, engaging, and visually appealing, with support from the Senior PR Digital Content Officer and the PR Writer & Researcher.

EVENTS

- Attend media networking events with the PR Manager.
- Attend and cover the marketing department events.
- Attend and cover CEO and other internal stakeholders' events.

MEDIA PARTNERSHIPS

- Formulate media partnerships that may be beneficial for the campaign.
- Execute media partnerships that ensure the campaign reaches its target market.

REPORTING

- Collaborate with the Senior PR Digital Content Officer when compiling weekly, monthly and quarterly reporting for both traditional and social media.
- Ensure reports are submitted to the PR Manager for review and approval.
- Track media coverage and contribute to the compilation of regular internal reports, ensuring these are delivered timeously and in line with established targets.
- Assist to compile reports on media coverage, publicity, AVEs and PR/Editorial values.

APP REQUIREMENTS:

- Ensure all APP requirements are implemented in accordance with the scope and deadlines.

Interested applicants who meet the minimum requirements should forward their CV in Ms Word or PDF format and quote the reference number in their subject line. CVs may be sent via email to cvs@proudlysa.co.za

Applications close at 12h00, 13 November 2026.

The appointment will be made in line with the Proudly South African's Employment Equity requirements.

If you have not been contacted within two weeks after the closing date, please consider your application as unsuccessful. Correspondence will be limited to short-listed candidates.

Proudly South African reserves the rights not to fill this position.