



Inspiring new ways

# BRAND SOUTH AFRICA

Brand SA aims to contribute to the objectives of the National Development Plan (NDP) by undertaking coordinated initiatives to build South Africa's nation brand reputation and contribute to the country's global competitiveness; and to inspire and instil pride and patriotism amongst the "rainbow" nation to drive active citizenship and nation brand advocacy.

## COUNTRY MANAGER X2:

United Kingdom and USA (Based in London and in New York)  
Three (3) years fixed term contract (Salary: Negotiable)

### JOB PURPOSE

- Manage South Africa's reputation and influence relationships with key stakeholders.
- Promote South Africa as a competitive destination by managing and implementing the brand and communications programmes in partnership with stakeholders and with guidance from Head Office.
- Build and enhance the Global South Africans (GSA) programme and ensure alignment to the integrated GSA programme.
- Build and implement a media relations programme to drive awareness of SA as a competitive destination.
- Manage SA's online reputation in-market and with support from Head Office.
- Develop and circulate content for stakeholder and media relations.

### QUALIFICATIONS:

- Bachelor's Degree in Political Science / Economics / Business Management.
- Postgraduate degree in Political Science / Economics / Sales and Marketing / Business Management

### EXPERIENCE AND KNOWLEDGE

- 7+ years combined experience in strategic marketing and communications, PR and reputation management and stakeholder relations, at a senior level.
- Track record of successfully negotiating partnerships in a highly pressured environment.
- Comprehensive understanding of the political and legislative environment.
- Thorough knowledge of the workings of the business and macro-economic environment.
- Working knowledge of systems and processes and how they contribute to organisational performance.
- Customer Relationship Management

Only South Africans who reside in the UK/USA and with legitimate working papers are eligible to apply.

Send an updated CV, qualifications and proof of legal status to: [recruitment@brandsouthafrica.com](mailto:recruitment@brandsouthafrica.com)  
For all other recruitment enquiries, please contact Ms Mirriam Moagi on + 27 -11 712 5025 or email her at [mirriamm@brandsouthafrica.com](mailto:mirriamm@brandsouthafrica.com)

For a detailed job profile, please visit [www.brandsouthafrica.com](http://www.brandsouthafrica.com)

NB: These positions are subject to competency and psychometric testing.

