



The Social Housing Regulatory Authority (the "SHRA") was established in August 2010 by the Minister of Human Settlements in terms of the Social Housing Act, No. 16 of 2008. The SHRA is classified as a public entity in terms of Schedule 3A of the Public Finance

**Stakeholder Relations, Marketing and Communications Manager (REF: SRM&CM2025)**

(Reporting Corporate Affairs Executive)

Parktown, Gauteng

**JOB DESCRIPTION**

**GENERIC INFORMATION**

<b>1. POSITION TITLE</b>	Stakeholder Relations, Marketing and Communications Manager
<b>2. DEPARTMENT</b>	Corporate Affairs
<b>3. REPORTING TO</b>	Corporate Affairs Executive
<b>4. GRADE LEVEL</b>	
<b>5. LOCATION / CENTRE</b>	<b>Johannesburg</b>

**JOB DETAILS**

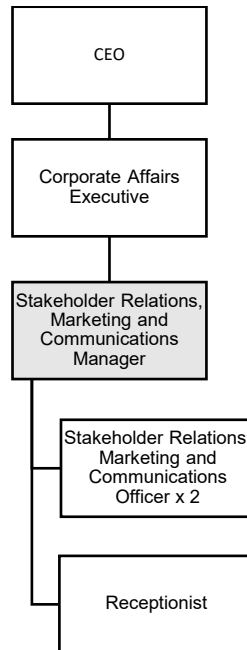
**Purpose**

The main purpose of the Stakeholder Relations, Marketing and Communications Manager is to develop and implement integrated stakeholder relations, marketing, and communication strategies that strengthen the organisation's reputation, build trust with key stakeholders, and promote its brand, products, and services. The role ensures consistent and impactful engagement with internal and external stakeholders, while driving brand visibility, public awareness, and positive relationships that support business objectives.

Key stakeholders the Social Housing Precinct Executive will engage with are:

- The Council
- CEO
- Senior Management
- Local Authorities
- Department of Human Settlements (National and Provincial)
- Public Entities
- Private Sector Partners
- Social Housing Stakeholders
- Staff

**ORGANISATIONAL STRUCTURE**



Key Performance Areas	Activities
<b>Strategy Leadership/Contribution</b>	<ul style="list-style-type: none"> <li>• Ensure that the SHRA claims its market share and the brand is well known and understood by South Africans.</li> <li>• Participate in the SHRA strategic planning process representing stakeholder engagement, marketing, and communication strategies</li> <li>• Design, and implement the SHRA Stakeholder Engagement strategy</li> <li>• Develop the Stakeholder, Marketing and Communications Annual Performance Plan and operational plan aligned to the SHRA strategic priorities, disseminating into the stakeholder engagement priorities, communicating deliverables and tracking delivery against the plan monthly and/or quarterly</li> <li>• Resolve challenges hindering or threatening the successful achievement of the Stakeholder, Marketing and Communications Annual Performance Plan deliverables by monitoring performance, identifying areas of risk or challenges being faced and addressing these within agreed resolution timelines</li> <li>• Track sector good practice policy and procedure standards and measures, and identify opportunities for improvement and implement improvements</li> <li>• Monitor industry, regulatory, and social trends impacting the organisation</li> </ul>
<b>Stakeholder and Partnership Management</b>	<ul style="list-style-type: none"> <li>• Work with internal stakeholders/staff to support project stakeholder engagement needs</li> <li>• Develop, edit, review and support stakeholder engagement plans for specific projects and initiatives</li> <li>• Identify, map, and analyse key stakeholders (e.g., regulators, investors, funders, government, communities, employees, industry partners).</li> <li>• Build and maintain strong, long-term relationships with stakeholders.</li> <li>• Facilitate stakeholder engagements, consultations, and forums.</li> <li>• Monitor and manage stakeholder expectations, concerns, and feedback.</li> <li>• Support leadership in stakeholder negotiations, partnerships, and strategic engagements.</li> <li>• Track stakeholder sentiment and prepare reports on risks, opportunities, and impact.</li> </ul>

Key Performance Areas	Activities
	<ul style="list-style-type: none"> <li>• Provide advice and guidance to the Executive Committee on provincial and municipal government relations</li> <li>• Lead the planning, review and development of different stakeholder engagement strategies and tactics</li> <li>• Ensure timely response and follow-up to stakeholder requests and enquiries</li> <li>• Establish relations and engagements with the private funders, DFIs, pension funds, etc.</li> <li>• Design an approach to tenant participation in the social housing programme</li> <li>• Analyse the various stakeholder surveys results to recommend suggestions or action plans based on collected feedback</li> </ul>
<b>Marketing &amp; Brand Management</b>	<ul style="list-style-type: none"> <li>• Define the annual marketing plan as part of the communication and marketing strategy by identifying the marketing priorities and campaigns, identifying specific activities and deliverables to achieve strategy and delivery on the plan, plotting on an annual calendar and submitting for approval annually</li> <li>• Define SHRA marketing policy including marketing standards and processes by reviewing the strategy, defining the marketing priorities and opportunities, developing the marketing processes, standards and policy and submitting for approval annually</li> <li>• Design and implement relevant marketing research by identifying relevant research approaches, selecting, developing, implementing and reporting on: <ul style="list-style-type: none"> <li>o Developments in the sector,</li> <li>o Stakeholder needs and opportunities;</li> <li>o Priority sector issues;</li> <li>o Proposed marketing amendments; and</li> <li>o Any other strategic marketing priorities</li> </ul> </li> <li>• Develop marketing recommendations by identifying opportunities for implementing marketing, evaluating opportunities based on SHRA priorities, developing recommendations and presenting for approval as required and identified</li> <li>• Optimise the social media profile and presence of the SHRA across all platforms</li> <li>• Manage the SHRA website and electronic media presence by developing and implementing plans to optimise the SHRA online communication and impact, managing the updating of online fora, responding to online feedback and input and building the SHRA profile within the sector on a weekly, monthly and quarterly basis</li> <li>• Manage the SHRA marketing materials production by briefing, tracking production, completing or submitting for approval and distributing all marketing materials (video's, printed documents, Annual Report etc.) to the defined standards and on time as defined in the project plans</li> </ul>
<b>Corporate Communication</b>	<ul style="list-style-type: none"> <li>• Develop and implement communication strategies (internal and external).</li> <li>• Draft press releases, media statements, and key messages.</li> <li>• Manage media relations and act as a spokesperson when required.</li> <li>• Lead crisis communication planning and response.</li> <li>• Oversee internal communication platforms to strengthen organisational culture.</li> <li>• Produce reports, newsletters, speeches, and presentations for executives.</li> </ul>

Key Performance Areas	Activities
<b>Event Management</b>	<ul style="list-style-type: none"> <li>• Manage events by receiving brief and budget, identifying special needs and requirements, sourcing service providers in line with the procurement policy, conducting venue inspections when required, coordinating to meet brief and budget and facilitating successful events as and when required</li> <li>• Manage event service providers by clearly defining contractual requirements, managing delivery against defined requirements and addressing non-delivery as and when required</li> <li>• Manage that events are successfully attended by drafting invitations and reminders, distributing and managing RSVP within deadline</li> <li>• Conduct post function evaluation by identifying lessons learnt, successes experienced and reporting on event including recommendations on future events within deadline.</li> <li>• Reconcile event spend post event by collating all expenses and reconciling with allocated event budget, addressing issues and reporting on budget compliance by agreed deadline</li> <li>• Identify relevant conferences and forums for SHRA involvement and manage representation</li> </ul>
<b>SHRA Reputation Management</b>	<ul style="list-style-type: none"> <li>• Define reputation management approach and plan as part of the communication and marketing strategy by defining reputation management approaches, plans and frameworks, agreeing a reputation management framework and gaining approval annually</li> <li>• Collect sector and SHRA specific media releases, review, track, file, compile appropriate responses and distribute accordingly within SLA</li> <li>• Present priority media risks, issues and opportunities to management with recommendations by evaluating risk, identifying priority and potential implications, developing recommendations to mitigate reputational risk and presenting to appropriate audience within SLA</li> <li>• Build sensitivity with all staff and stakeholders on the importance of maintaining the SHRA reputation and information and their role in maintaining a good name by developing brand and reputation management communication and education and distributing monthly, quarterly and annually</li> <li>• Support and train Executive group in media liaison and SHRA policy regarding public interactions</li> <li>• Defines and communicates media spokesperson policies and approaches</li> <li>• Support accreditation in elevating the currency of the SHRA certificate</li> </ul>
<b>Staff Management</b>	<ul style="list-style-type: none"> <li>• Provide leadership, guidance, and supervision to junior team members, fostering their professional development and ensuring the delivery of high-quality legal services.</li> <li>• Conduct regular performance evaluations, provide constructive feedback, and identify training and development opportunities to enhance the skills and capabilities of the legal team</li> <li>• Build capacity within the team through developing skills and competencies, addressing development needs and providing coaching and mentoring support on an ongoing basis and in monthly individual performance discussions</li> <li>• Monitor, evaluate and manage the team performance through implementing the HR policy, implementing performance process and, when required, instituting compliant disciplinary action within the approved defined standards and on an ongoing basis</li> <li>• Recruit quality team members to support the team and organisation and the achievement of its objectives and strategy through defining the</li> </ul>

Key Performance Areas	Activities
	<p>role requirements, identifying critical competencies, testing for these competencies and appointing within the HR and EE policy guidelines as and when required</p> <ul style="list-style-type: none"> <li>• Build a cohesive, high performing team through motivating, guiding, coaching, mentoring and leading in a fair and consistent manner to deliver on the organisational performance and strategic requirements.</li> </ul>

REQUIREMENTS	
<b>Qualifications/Knowledge</b> (including most relevant field of study) <ul style="list-style-type: none"> <li>• Appropriate degree or advanced diploma in Marketing, Strategic Communications or Public Relations (NQF 7)</li> <li>• A relevant postgraduate qualification would be advantageous</li> <li>• Required computer literacy (MS Office)</li> </ul>	<b>Experience</b> <ul style="list-style-type: none"> <li>• 5 years stakeholder engagement, marketing and communication experience (of which 2 years in a regulatory environment is preferred).</li> <li>• 3 years Public Sector experience</li> </ul>

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**Note:** SHRA reserves the right not to make an appointment or withdraw the advertisement. Appointments will be made in line with the Entity's Employment Equity Plan. Communications will be with short-listed applicants only.

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To apply for the above position, please forward a relevant CV to [recruitment@shra.org.za](mailto:recruitment@shra.org.za). **Please ensure that you use the reference (REF: SRM&CM2025) in the subject line.** The closing date for applying is the 05<sup>th</sup> December 2025.

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