



Lower Ground Floor, South Tower,  
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P O Box 2863, Saxonwold 2132, South Africa  
Tel: +27 11 537-0200 | Fax: +27 11 880-8798  
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**BOARD OF HEALTHCARE FUNDERS OF SOUTHERN AFRICA  
ADVERTISEMENT  
MARCH 2018**

**JOB TITLE**

PR Coordinator

**REPORTING TO**

Section Head: Communications & Media

**CONTRACT PERIOD**

Permanent position

**MAIN AREAS OF WORK**

Key Performance Areas	Specific competencies, skills & experience required
<p><b>1. Public Relations</b></p> <ul style="list-style-type: none"><li>• Implement the PR strategy to cultivate a positive image of the organisation</li><li>• Collaborate with internal teams to determine PR requirements</li><li>• Develop &amp; implement PR campaigns</li><li>• Produce programmes for various events</li><li>• Liaise with relevant parties on budgets, timescales and objectives</li><li>• Attend promotional events such as press conferences, events and exhibitions</li><li>• Commission or undertake relevant market research</li></ul> <p><b>2. Copy Writing &amp; Editing</b></p> <ul style="list-style-type: none"><li>• Write copy for communiques, website, social media and internal client letters</li><li>• Write and produce presentations, press releases and reports for internal &amp; external distribution</li><li>• Edit &amp; update promotional material &amp; publications</li></ul>	<ul style="list-style-type: none"><li>• Grade 12</li><li>• Degree or National Diploma in Public Relations / Communications / Marketing</li><li>• MS Office suite: Outlook, Word, PowerPoint, Excel (Intermediate level)</li><li>• Relevant experience in the healthcare environment is essential</li><li>• 5 years' experience in media relations</li><li>• Proven track record of 5 years in Public Relations</li><li>• Strong background and experience in writing &amp; editing publications &amp; social media</li><li>• Excellent English verbal and written skills</li></ul>



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Key Performance Areas	Specific competencies, skills & experience required
<p><b>3. Media Relations</b></p> <ul style="list-style-type: none"><li>• Organise press conferences</li><li>• Cultivate relationships with media; both traditional and new media</li><li>• Source information to respond to enquiries from the media</li><li>• Analyse media coverage</li></ul> <p><b>4. Reporting</b></p> <ul style="list-style-type: none"><li>• Prepare PR reports</li><li>• Produce quarterly reports for the department</li></ul>	<ul style="list-style-type: none"><li>• Delivery and goals driven</li><li>• Ability to cope under pressure</li><li>• Sense of urgency</li></ul>

Candidates must be able to demonstrate the following generic competencies:-

- Excellent accuracy and attention to detail
- Excellent time management, planning and organising
- Strong communication and team orientation skills
- High levels of initiative and proactive approach

Be a self-starter, highly motivated and align with the BHF values of **OPENNESS, TRANSPARENCY, INTEGRITY AND INCLUSIVITY.**

**Closing date: Monday 12<sup>th</sup> March 2018, close of business.** If you are interested or know anyone who may be interested, - please email your details to Carrie Smith on [carrie.smithza@gmail.com](mailto:carrie.smithza@gmail.com)