

**GENERAL MANAGER: COMMUNICATION, BRAND MANAGEMENT AND MARKETING
 REPORTING TO THE CHIEF CORPORATE SERVICES OFFICER (CCSO)**

Purpose of the Job

- To provide strategic leadership in promoting and enhancing the profile of the Transport Authority for Gauteng in line with the TAG mandate, both nationally and internationally by overseeing the development and implementation of strategies to grow, maintain and ensuring a positive public image, manage and market the brand through integrated reporting and communication.

Key Performance Areas

- Oversee and manage the TAG integrated Communication Strategy.
- Act as the TAG Spokesperson to ensure that strategic information is disseminated to relevant stakeholders.
- Develop and manage strategic stakeholder management communications in profiling TAG.
- Develop, manage and integrate all marketing to promote the brand i.e. Manage brand governance
- Build and promote TAG profile across all sectors
- Develop a communication strategy to promote the TAG brand
- Conduct analyses of cost-effective media coverage and financial implications of various brand strategies where TAG features..
- Manage and revise the programme in view of results, budget and strategic directives.
- Manage and execute strategic, functional and resource management of the within the Unit and demonstrate effective leadership.
- Performing research on current benchmark trends and audience preferences
- Oversee the development and implementation of social media strategy to align with business goals
- Setting specific objectives and reporting on ROI
- Collaborate with other business units to ensure brand consistency
- Ensure that relevant information is communicated within Social Media platforms and respond to queries in a timely manner and monitor customer reviews.
- Development and Implement the Content Development Strategy for TAG to ensure that information published meeting the set standards.
- Collaborating with other Business Units and team members and brainstorming subjects for creative content.
- Writing new web content and editing existing content.
- Editing and proofreading new content before publication.

- Managing the distribution of content through various channels, including social media.
- Analyzing performance indicators and web traffic and determining the effectiveness of created content.

Preferred Minimum Qualification and Experience

- Bachelor's degree in Communication/Public relations/stakeholder relations plus a relevant post-graduate qualification.
- Professional Registration
- 8 years' experience and knowledge in strategic Corporate Communications/Stakeholder Management plus at least 4 years' relevant experience at Senior Management level

Preferred Knowledge and Skills

- In-depth knowledge and understanding of project planning processes and management.
- In-depth knowledge of financial and management accounting, risk and project management
- Exposure to Board and Board Committee Procedures and Processes
- Exposure to and knowledge of public service or ambit of public entities will be an added advantage.
- Governance, ethics and values within the Communication and Stakeholder Management environment.
- Understanding of the RSA media environment
- Exposure and understanding of brand management
- Exposure to Board and Board committee procedures and processes
- Contract management and services level agreements administration
- Knowledge and understanding of public transport processes and management.

Critical/Core Competencies

- Business Acumen
- Strategic Thinking (incl Setting direction)
- Leadership (incl Ability to coach and mentor, motivate others)
- People Management
- Relationship building and networking.
- Creative thinking and innovation
- Results oriented with attention to detail.
- Conceptual thinking and problem solving
- Communication skills (both verbal and written)
- Project Management Skills
- Financial management skills
- Transformational, change and diversity management skills.
- Strong negotiation and influencing skills.
- Analytical Skills

HOW TO APPLY

Please click the link below to apply:

[Click here To Apply](#)

IMPORTANT INFORMATION

- Applications received after the closing date will not be considered.
- Only shortlisted candidates will be contacted.
- Appointments will be made in accordance with TAG's Employment Equity Plan.
- Successful candidate will be required to undergo employment background reference check, psychometric assessments, qualifications, and state security vetting.

Closing Date: 13 February 2026

If you do not receive feedback within three (3) months of the closing date, please consider your application unsuccessful.