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221 Garsfontein Road, Menlyn Pretoria

## EXECUTIVE: CORPORATE SERVICES

Ref no: ECS/05/2026

PRETORIA

NATIONAL HERITAGE COUNCIL (NHC) of South Africa through the NHC Act, 1999 (Act of 1999), is responsible for the preservation, protection and promotion of heritage for sustainable development.

### Executive: Corporate Services – Corporate Services

#### About the job:

To provide strategic leadership and executive oversight of all corporate enablement functions, ensuring that the National Heritage Council is supported by effective branding, communications, stakeholder engagement, people management, compliant facilities, and practices aligned to its strategic mandate. The role is responsible for enhancing the visibility, reputation, and public trust of the NHC by designing and executing integrated communication and marketing strategies aligned to the Council's mandate and Strategic Plan. The Executive ensures consistent messaging and stakeholder collaboration that support NHC's role in preserving and promoting South Africa's national heritage.

The role ensures that Corporate Services functions act as strategic enablers rather than administrative support, strengthening governance, performance, institutional resilience, and service delivery.

This is a **5 Year Fixed Term Contract** position, based at **Menlyn, Pretoria**.


#### Key responsibilities:

- **Strategic Communication & Brand Management:** Develop, implement and maintain the NHC Brand Strategy and market positioning aligned with the Strategic Plan. Develop strategies, analyse trends and manage budgets to ensure brand exposure.


Ensure consistent messaging and brand identity across all platforms and stakeholders locally and internationally. Conduct consumer surveys, analyse competitor offerings and track market trends to identify new opportunities.


- **Branding & Communication:** Lead the development and implementation of a comprehensive NHC brand framework, including brand guidelines, visual identity standards, and messaging architecture. Ensure consistent brand application across publications, digital platforms, campaigns, and events. Drive initiatives to enhance brand awareness and reputation through targeted communication strategies and stakeholder engagement. Monitor and evaluate brand visibility, media sentiment, and public perception, and provide regular reports with recommendations for improvement. Ensure all branding and communication outputs reflect the values of inclusivity, heritage preservation, and national identity.
- **Media Relations & Public Engagement:** Build and maintain strong relationships with media houses, journalists, and influencers. Manage media releases, interviews, and crisis communication. Pitching stories, drafting press releases, and securing favourable coverage in news outlets and digital publications. Serve as NHC spokesperson when delegated.
- **Performance Tracking:** Monitor Key Performance Indicators (KPIs) like brand awareness, market share, and Return on Investment (ROI).
- **Creativity:** An eye for design and innovative campaign concepts combined with commercial logic
- **Marketing & Campaign Management:** Lead the planning and execution of marketing campaigns, public awareness drives, and events promoting national heritage and NHC programmes.
- **Communication:** Exceptional written and verbal communication skills for storytelling and copywriting.
- **Digital Communication & Online Presence:** Development and management of NHC's digital presence e.g. website and social media platforms. Ensure compliance with GCIS and POPIA standards for content and data security.



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- **Stakeholder Engagement & Partnerships:** Develop and execute a stakeholder engagement framework to strengthen relationships with but not limited to DSAC, heritage institutions, donors, academia, partners, funders and the public.
  - **Stakeholder Mapping:** Identify who is impacted by your organization's operations or projects and segment them based on their level of interest and influence.
  - **Feedback & Reporting:** Translate engagement outcomes into actionable monthly/quarterly reports for executive leadership.
  - **Internal Communication & Employee Engagement:** Lead internal communication programmes that enhance organisational culture, transparency, and information flow between leadership and employees. Drive employee engagement, align staff with brand values, and turn team members into vocal brand advocates through targeted messaging, strategic campaigns, and robust feedback loops. Develop and execute communication strategies that ensure staff understand company goals, organizational changes, and leadership updates.
  - Manage and optimize communication channels such as intranets, internal newsletters, messaging apps, and digital signage.
  - **Publications & Content Development:** Oversee the production of newsletters, brochures, and heritage promotion materials. Ensure editorial excellence and alignment publishing values.
  - **Event Management & Corporate Visibility:** Coordinate NHC events, conferences, and exhibitions that promote cultural pride and national heritage identity.
  - **Governance, Risk & Compliance:** Ensure communication activities comply with PFMA, PAIA, POPIA, and GCIS protocols. Uphold the reputation and integrity of the NHC in all public communications.

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- **Corporate Services Strategy and Enablement:** Develop and implement a Corporate Services strategy aligned to the NHC Strategic Plan; ensure corporate functions enable effective programme delivery and executive decision-making.
  - **Copywriting & Storytelling:** Ability to craft compelling, transparent, and easy-to-digest content for varied internal and external audiences.
  - **Human Capital Management and Organisational Development:** Provide strategic oversight of workforce planning, talent management, performance management, succession planning, employee relations, and wellness; ensure compliance with labour legislation and employment equity requirements.
  - **Facilities Management and Workplace Compliance:** Ensure fit-for-purpose office accommodation; oversee facilities maintenance, occupational health and safety, compliance with building regulations, and validity of occupancy certificates.
  - **Governance Support and Compliance Enablement:** Support the CEO in strengthening governance, compliance, and internal control environments; ensure Corporate Services policies align with PFMA, King V principles, and public sector standards.
  - **Organisational Performance and Change Management:** Lead organisational development, change management, and culture-building initiatives to enhance institutional effectiveness and resilience.
  - **Executive and Operational Coordination:** Provide coordinated executive support, improve cross-functional integration, and ensure efficient administrative and planning support to executive leadership.
  - **Other Responsibilities:**
    - **Data measurement and analytics:** Monitor and analyse employee feedback using surveys, open rates, and engagement metrics. Use data to evaluate the effectiveness of campaigns and adjust strategies to ensure company-wide alignment

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- Budgeting
  - Change management and leadership support
  - Event planning and management
  - Strong political acumen, environmental scanning, and understanding of local governance protocols and compliance regulations
  - Ensure adherence to the Promotion of Access to Information Act and other relevant legislation and guidelines.
  - Adhere to quality standards in all areas of the job.
  - Present a positive image of the Council in all aspects of the job and maintain high levels of integrity.
- **Continuous improvement:**
    - Participate in continuous improvement of self and role outputs/services.
    - Continuously learn and keep up to date with new developments and changes within own role, the department, organisation and industry.
    - Actively share the workload and responsibilities of the team when required, working collaboratively and supporting team members.
    - Maintain ownership for own work, performance management and development.
    - Maintain optimum quality of work outputs.
    - Maintain open and honest communication.
    - Efficiently utilise the NHC resources.
    - Comply to NHC policies and procedures.
- **Qualifications, skills and experience:**
    - Postgraduate degree (NQF Level 8) in Human Resource Management and / or Strategy and / or Public Relations and / or Business Management / Administration and / or Marketing and / or Media Studies and / or Communications.
    - Membership or certification with IRMSA, IIA SA, or Compliance Institute of Southern Africa advantageous
    - Minimum 10 years' experience in Human Resources and / or Organisational Development and / or Facilities Management and / or Marketing and / or Communications and / or heritage related marketing initiatives, of which 5 years must be at a senior management or executive level.
    - Professional registration with the SABPP (South African Board for People Practices) or IPM (Institute of People Management) is desirable and / or Marketing Association of South Africa (MASA) or equivalent.

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- Strong political acumen, environmental scanning, and understanding of local governance protocols and compliance regulations
  - Strategic workforce planning Skills
  - Organisational design and performance optimisation skills
  - Performance management and reporting skills
  - Policy development and implementation skills
  - Stakeholder and executive collaboration skills
  - Change leadership and facilitation skills
  - Executive coordination and integration skills
  - Strategic Planning & Execution skills
  - Writing, Editing & Media Relations skills
  - Stakeholder Engagement & Diplomacy skills
  - Event Planning & Campaign Management skills
  - Public Speaking & Presentation skills
  - Analytical and Crisis Management skills
  - Project & Vendor Management skills

**Closing date: 15 June 2026**

PLEASE NOTE THAT FEEDBACK WILL BE GIVEN TO SHORTLISTED CANDIDATES ONLY.

Applicants are required to clearly indicate the relevant reference number, as stated at the top of this advertisement, on their application. Failure to quote the correct reference number may result in the application not being considered.

Please email your cv at [r.execorpserv@nhc.org.za](mailto:r.execorpserv@nhc.org.za)

The NHC is an equal opportunity employer. As such, it is committed to the employment Equity Act and will through the filling of this vacancy, give preference to candidates from designated groups in terms of the Employment Equity Act. By applying for this position at the NHC, the applicant understands, and agrees that the NHC may solicit a credit and criminal report from registered credit bureau and/or South African Police Services (in relation to positions that requires trust and honesty and/or entail the handling of cash or finances) and may also verify the applicant's educational qualification and employment history. The NHC reserves the right to remove the advertisement at any time before the

stated closing date, and it further reserves the right not to appoint if a suitable candidate is not identified.

People with disabilities are encouraged to apply.

