



PERMANENT POSITION

The Joburg City Theatres (JCT) is an entity of the City of Johannesburg that stimulates and operates Joburg Theatre, Roodepoort Theatre and Soweto Theatre in order provide the integrated management of theatre.

DEPARTMENT	:	SOWETO THEATRE
VACANCY REFERENCE	:	REF NO: PC/07/2024
DESIGNATION	:	PUBLICIST
REPORTING	:	GENERAL MANAGER
SALARY RANGE	:	R25 422,17 (basic salary excluding benefits)
LOCATION	:	SOWETO THEATRE

Minimum Requirements

- An advanced certificate or Degree (NQF Level 7) with majors in Marketing/PR/Advertising/Drama/ Performing Arts.
- Minimum of five (5) years of experience in a Publicity/Publicist role.
- Practical experience of Publicist and a passion for live Theatre and the arts.

Primary Function

Develop, implement and execute marketing plans Soweto Theatre inclusive of all the productions/events/ project managed by Soweto Theatre to attract potential theatre patrons and retain existing ones.

Key responsibilities:

- Oversee the management in all aspects of the Theatre's day-to-day public relations activities which includes the effective distribution of marketing material to media houses
- Liaise with media houses about productions at the Theatre
- Ensure that all promotional and branding materials conform to brand standards and guidelines
- Present schedules, spreadsheets and comply with deadlines for PR for production set by the Marketing Manager
- Oversee and manage the placement and distribution of information pertaining to the Theatre productions/events
- Develop public relations plans and campaigns that support the Theatre's audience development objectives and Hospitality Department including Stages' restaurant
- Develop and maintain a positive Theatre brand reputation both in-house and externally
- Implement promotions on behalf of the Theatre
- Arrange interviews on print, television and digital media platforms
- Brief Theatre representatives prior to each interview
- Prepare interview questions for media houses to direct questioning towards preferred talking points
- Ensure timeliness of staff to interviews
- Write and/or coordinate all press releases to be submitted for approval by the Marketing Manager
- Manage Public Relations activities
- Collate all media coverage for reporting in the weekly reports and filing in the close out reports



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- Present weekly content plans
- Build and maintain excellent working relationships with all relevant external media stakeholders on behalf of JCT
- Ensure all releases of newsletters are shared with Artslink and the JCT group
- Manage and maintain the stakeholder database

Leading Competencies

- Work under pressure.
- Be a team player
- Possess problem solving and decision making.
- Be willing to work evening and weekends
- Have normal and above fr attention to detail compiling with daily timeline and the preparation of marketing schedules and spreadsheets.

Core Competencies

- Good verbal written and technological communication skill in English.
- Conflict and relationship management
- Ability to establish and maintain conjunctive relationship with colleagues.
- Pro-active to duties and responsibilities.
- Ability to establish useful contact in the industry.

Interested persons are requested to send their cover letter, detailed CV, recently certified copies of their qualifications and the Identity documents not longer than three months, quoting the relevant reference number to: Thomas Sadiki, email Jobapplications3@joburgtheatre.com
Enquiries: (011 877 6931/6918)

Publication date: 24 July 2024

CLOSING DATE: 13 August 2024

NOTE:

- **This vacancy is open to employees of Joburg City Theatres (JCT) and external candidates.**
- JCT offers a market-related salary commensurate with qualifications and experience.
- JCT is an equal opportunity employer, therefore preference for this position will be given to candidates whose **appointments will enhance representation in line with its EE targets.**
- Applicants must note that further checks will be conducted once they have been shortlisted and that their appointment will be subject to positive outcomes on these checks, which include qualification authentication, criminal records, and previous employment.
- JCT reserves the right not to fill the position or to re-advertise it. Where applicable, candidates may be expected to undergo psychometric assessments.
- It is the applicant's responsibility to have their foreign qualifications evaluated by the South African Qualifications Authority (SAQA) and to provide the evaluation results.



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- Please include copies of your qualifications with your application.
- Correspondence will be with short-listed candidates only. Should you not hear from us within 30 days of the closing date, please consider your application unsuccessful.