

## **JOURNALIST/PR OFFICER (Paarl)**

**HORTGRO**, the umbrella industry services body for the deciduous fruit industry, have a vacancy for a Journalist/PR Officer at its Head Office in Paarl.

### **Main Functions**

- Provide operational support within the Communication Unit
- Provide journalistic expertise in the areas of reports, articles, press releases and related needs of line and functional managers
- Monitoring, management and updates of web sites, Facebook and Twitter and other communication platforms
- Assist with the drafting and execution of annual communication and PR strategies and budget
- Responsible for organising and supporting a range of industry events

### **Requirements**

- Educated to degree level or some practical experience in a communication and PR environment
- A qualification in Journalism will enhance the application
- Demonstrate an ability to package the HORTGRO services and functions in various forms and communication platforms to ensure informed stakeholder groups
- Ability to work within a team environment and to develop networks/relationships in the private and public sectors.
- Be able to work under pressure and meet deadlines

### **Recommendations:**

- A passion for the horticultural industry with an understanding of the commercial and socio-economic challenges
- Excellent written and oral communication skills in Afrikaans and English.
- Excellent interpersonal skills.
- Computer proficiency in the MS Office suite
- Knowledge of Wordpress

### **Remuneration:**

The successful candidate will be paid a market related salary, commensurate to experience and qualifications.

*Send a detailed CV to: [astrid@hortgro.co.za](mailto:astrid@hortgro.co.za)*