



## **5. Marketing and Communications**

### **Role:**

The role of a communications person in Gauteng Branch is to promote an IAIAsa's brand, activities or products. Guaranteeing that communication is clear, concise, concrete, correct, coherent, complete and courteous making sure that the Gauteng Branch brand remains top of mind.

### **Duties:**

Develop and implement communications strategy & work-plan, campaigns, events and other initiatives in support of the IAIAsa and more specifically Gauteng Branch's strategic goal whilst ensuring alignment with impact assessment communication priorities of IAIAsa.

- Research, fact-check, edit, and produce professional communications materials for the Gauteng Branch audience and ensure timely distribution via IAIAsa and the Branch's communications channels.
- Work closely with IAIAsa National Committee communicators on communications initiatives and messaging.
- Provide communications advice to the Gauteng Branch Committee on an ongoing basis, and prepare communications material for all planned workshops and events.
- Maintain up to date specialist knowledge of matters pertaining to impact assessments and issues.
- Create quality media and multimedia content for distribution via IAIAsa platforms including social media platforms as well as produce and encourage the team to produce strategic and general interest news and features content for distribution to our audience and the national audience at large via online the channels of the association.