
JOB OPPORTUNITY

Manager: Public Relations & Marketing

Location: Johannesburg

Role type: Permanent

About NAACAM

NAACAM is recognised as the voice of the South African automotive component industry both domestically and internationally. As a member-driven organisation we are at the forefront of industry leadership, representation and stakeholder engagement for automotive component manufacturers, all with the intent of positively influencing the business environment for component manufacturing in South Africa. Anchoring our membership base are suppliers to OEMs for assembly in SA as well as to OE export markets and the domestic and global aftermarket.

About the Role

NAACAM is looking for a dynamic professional to join the team as Manager: Public Relations and Marketing. Working closely with senior leadership, the role is responsible for managing NAACAM's public narrative, media relationships, and stakeholder communications. Alongside a strong public relations and communications focus, the role encompasses marketing, including event delivery, making it well-suited to a strategic communicator who is equally comfortable with operational execution.

Key Responsibilities

- Develop and implement a PR-first communications strategy aligned with NAACAM's advocacy and policy objectives.
 - Act as the internal custodian of NAACAM's institutional narrative, ensuring consistent messaging across all platforms and stakeholders.
 - Build and manage relationships with media, journalists and industry publications to proactively shape sector narratives.
 - Build and maintain strong relationships with members and public and private sector stakeholders, ensuring consistent and credible communications.
 - Manage member relations and engagement activities, including the end-to-end planning and delivery of NAACAM events.
 - Manage key internal and external communication activities, and member liaison
 - Develop thought leadership content, briefing documents, press releases, and marketing collateral.
 - Translate complex industrial policy, trade and regulatory matters into clear, accurate, and strategically framed public communications.
 - Establish a proactive communications cadence to support NAACAM's reputation and influence.
 - Manage NAACAM's marketing and communication channels including monitoring of media and marketing performance.
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Key Requirements

- Bachelor's degree in PR, Communications, Marketing, or a related field.
 - Minimum 5 years' experience in public relations, corporate communications or strategic marketing, preferably within an industry association, manufacturing, media, corporate, or policy-driven environment.
 - Demonstrated experience in media relations and reputational management.
 - Experience managing marketing, events and member engagements.
 - Experience in developing and implementing crisis communication protocols and response frameworks.
 - Understanding of the South African automotive or manufacturing sector is advantageous.
 - Strong written, verbal and interpersonal communication skills, including content development.
 - Analytical ability to interpret and communicate complex policy and economic issues with sound judgement and reputational sensitivity.
 - Proficiency in digital communication platforms, marketing analytics tools, and MS Office.
 - Event coordination and project management capabilities.
 - Experience in budget and agency/supplier management.
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Who You Are

- Proactive: Anticipates needs and acts independently to deliver results.
 - Detail oriented: pays attention to details and ensures accuracy in all deliverables
 - Dependable: Reliable, accountable, and committed to high standards of delivery.
 - Innovative: Brings innovative ideas for engagement, events, and campaigns.
 - Professional: Demonstrates integrity, discretion, and sound judgment.
 - Collaborative: Works effectively within a small, high-performing team
 - Adaptable: Embraces change, adjusts to shifting priorities and remains effective in a multi-faceted, dynamic environment
 - Resilient: Able to operate effectively in high-pressure and crisis-sensitive environments.
 - Discerning: Demonstrates sound judgement in politically and reputationally sensitive matters.
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How to Apply

Interested candidates are invited to submit a CV and covering letter outlining their suitability for the role to hr@naacam.co.za

Applications close Friday 13 March 2026
