



VACANCY

CONSULTANT MARKETING AND COMMUNICATIONS PERMANENT CONTRACT: GRADE 13 – (Total Cost to Company)

The incumbent shall be responsible for the following:

- Support other units in marketing activities and to manage and promote the ECDC brand through all relevant channels.
- Execute all marketing activities in line with Corporate Identity specification.
- Plan and execute Corporate functions for both internal (staff) and external stakeholders.
- Facilitate and execute stakeholder engagement initiatives as set in the Corporate calendar and as requested by stakeholders (internal and external) .

KEY DUTIES AND RESPONSIBILITIES

The Key Performance Areas will encompass:

Brand Management

- Execute all marketing activities in line with Corporate Identity (CI) specification

Events Coordination

- Assist units in events planning and execution where possible (including exhibitions) and build intelligence for future improvements
- Conduct customer surveys after each event and complete a report
- Plan and execute Corporate functions for both internal (staff) and external stakeholders
- Utilise media relations for promotion of events
- Ensure availability of marketing material (information and promotional) at all the ECDC events

Advertising

- Serve as the contact person for all advertising briefs from the units to the agency until final delivery
- Maintain good agency relations

Stakeholder Relations

- Facilitate and execute stakeholder engagement initiatives as set in the Corporate calendar and as requested by stakeholders (internal and external)

Financial control

- Management of budget across events / initiatives being executed

Communication (Internal and External)

- Implement ECDC communication strategy

MINIMUM REQUIREMENTS

- National Diploma in Marketing and Communication
- A minimum of three (3) years working experience.

This is a permanent position, and the successful candidate will be subjected to signing of a performance contract and verification of qualification. If you have not been contacted within eight (8) weeks after the closing date of the advertisement, please regard your application as unsuccessful.

In making these appointments, ECDC reserves the right to apply the principles enshrined in the Employment Equity Act, its policies, and plans.

Please send your detailed CV and certified copies of qualifications to
The Human Resources Department
Tel: (043) 704 5783
Email: humanresources@ecdc.co.za
Closing date: 23 February 2024