



## VACANCY

### **CONSULTANT: MARKETING AND EVENTS MANAGEMENT PERMANENT CONTRACT: GRADE 12 (Total Cost to Company)**

The role is responsible for providing marketing and events management support services. Activities relating to the role include promoting the ECDC brand through relevant channels. The incumbent will be responsible for activities relating to protection of corporate identity including ensuring that all ECDC and partner branding is undertaken in line with branding specifications, and that ECDC corporate material including letterheads, signage, office addresses etc. is update timeously in physical and digital platforms. The role involves administrative activities relating to media buying, marketing material procurement and stock maintenance and placement of institutional adverts and media statements on print and other media platforms. The incumbent will be responsible for providing events management support relating to project launches, stakeholder engagement gatherings, trade and investment promotion fares and exhibitions, etc.; stakeholder engagement and management relating to coordination of events as well as the formulation of an annual events calendar. Additionally, the role shall provide administrative support relating to office and corporate image management.

### KEY PERFORMANCE AREAS

The incumbent shall be responsible for the following:

#### 1. Brand Management

- Execute all marketing activities in line with Corporate Identity (CI) specification.
- Consistent branding and marketing of ECDC across functions / activities and initiatives
- Marketing activities in line with marketing strategy

#### 2. 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

#### 3. Advertising

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

#### 4. Stakeholder Relations

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

## **5. Financial control**

- Management of budget across events / initiatives being executed.

## **MINIMUM REQUIREMENTS**

- National Diploma (NQF – 6) in Marketing, Communications, Administration, or related field.
- A minimum of three (3) years working experience, of which two (2) years must be in the marketing, events management, communication, or related field.

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](mailto:humanresources@ecdc.co.za)

**Closing date: 9 May 2024**