

## Job Specification & Recruiting Profile of Vacancy

03 June 2022

The following vacancy exists at NSFAS in Cape Town.

<b>Position</b>	Marketing and Brand Manager	<b>Type &amp; Grade</b>	Market Related (Permanent)
<b>Vacancy No</b>	07 of 2022/23	<b>Department &amp; Unit</b>	Corporate Services

### POSITION OVERVIEW:

The main purpose of the job is to manage the NSFAS brand, campaigns, advertising and digital/online communications support services. The job is secondly responsible for developing and managing the implementation of all the brand and marketing strategies for the development of public information to bolster Marketing and Communications efforts.

### RESPONSIBILITIES:

#### Develop Creative Strategy & Corporate Brand Activations

- Participate in brand activation brainstorming.
- Ensure brand strategy development.
- Participate in corporate identity development.
- Participate in creative concept development.
- Provide the team with a clear brief for a design, layout and finished art.
- Advertise campaign planning and implementation.

- Plan, buy and monitor media.
- Ensure availability of print and electronic production.
- Responsible for website design and management.

#### **Strengthen NSFAS Strategic Campaigns, Branding, Marketing and Public Information Capacity**

- Conceptualize and implement a comprehensive strategy for campaigns and positioning of NSFAS
- Develop, coordinate and generate external partnerships and support for multiple target audiences.
- Strengthen campaigns to investors, funders, shareholders and other partners through strategic products and services.
- Review the processes and opportunities for mobilizing and training NSFAS experts who can speak to external audiences on development and specific priority areas.

#### **Provide Editorial Direction and Implementation of Corporate Products**

- Manage the production of select corporate communications products.
- Provide editorial support through writing, editing and translation services.
- Coordinate other investor communications requests and ideas across the other communications teams.

#### **Provide NSFAS with a Range of Communications Training Options**

- Identify communications training needs.
- Develop appropriate tools and methods to enhance marketing skills at all levels of the organisation.
- Develop and implement a communications and marketing training plan as needed.
- Develop and achieve training options through the deployment of in-house marketing communications experts or identification of external communications companies to enhance communications capacities.

#### **Contribute to Brand Management, Consistency and Quality Management**

- Manage the implementation and improvement of the use of NSFAS Corporate Identity Manual & Branding Guidelines.
  - Manage the provision of advisory services for writing/editing, and dissemination of multilingual, multimedia communications tools for product development and marketing campaigns.
  - Develop and manage a comprehensive database of marketing experts and counterparts in the industry-writers, editors, designers, marketers, researchers and translators.
  - Increase NSFAS multilingual presence through translation services in all official languages.
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- Develop multimedia and marketing tools, templates and guidelines for marketing products and ensure visual coherence of the NSFAS brand.
  - Update, maintain and enhance the marketing of the NSFAS communications toolkit.
  - Ensure consistency and universal messaging in NSFAS communications.

### **Lead Channel Management Strategy**

- Expand NSFAS marketing channels to further accelerate industry-leading growth.
- Develop and execute a robust digital strategy, building upon customer needs and reaching into digital mediums including SEO, display, social and more.
- Develop new and enhance existing marketing avenues critical to achieving the NSFAS goal of customers and user experience.

### **Ensure Effective Employee Communications**

- Ensure that external marketing campaigns and plans are integrated with internal communications.
- Develop marketing campaigns that involve employees and encourage employee participation and activations.
- Manage the development and maintenance of the intranet communication.
- Ensure that there are regular reports to employees on organisation growth and activities with external stakeholders.
- Assist with employee engagement sessions.

### **Promotions and Events Management**

- Conceptualise, plan, coordinate and complete events or functions i.e. conferences
- Coordinate and evaluate all functions and events
- Conduct site pre, during and post inspections
- Relationship building with clients and suppliers

### **Leading High-Performance Teams**

- Set, control and report on key performance areas and performance contracts.
  - Coach, mentor and train the team and develop reports for performance improvement, career progression and recognition purposes.
  - Maintain compliance, and consistency, and take corrective action when needed.
  - Participate in HR and organisational recruitment processes.
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## **DESIRED SKILLS AND EXPERIENCE**

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### **Minimum Requirements:**

- National Diploma in Communications, or Marketing Public Relations, or Branding and Digital Marketing Communications.
- At least 8 to 10 years proven experience in writing, editing, brand management, projects and campaigns and social media.
- At least three years' management experience, which should include experience in dealing with budgets, business planning, staff development and staff management.
- Proven track record of being a Marketing and Brand Manager or equivalent.
- Understanding of the higher education landscape and the political climate that dominates student politics

### **Preferred:**

- Bachelor's degree in Communications, Marketing Public Relations, Branding and Digital Marketing Communications.
- Exposure to Project Management processes and software (MS Projects).
- Knowledge of marketing and communications environment and processes.

### **Skill and Competencies:**

- Communication skills
  - Problem-solving
  - Attention to detail
  - Leadership skills
  - Report writing
  - Decision making
  - Planning skills
  - Organisational skills
  - Execution skills
  - Time management skills
  - Creative thinking
  - Interpersonal skills
  - Presentation skills
  - Project management skills
  - Analytical skills
  - Strategic thinking
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**Computer skills required:**

- MS Word – Intermediate
- MS Excel – Intermediate
- MS PowerPoint – Intermediate
- MS Outlook – Intermediate

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**REMUNERATION & BENEFITS**

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**Remuneration Package:** NSFAS offer a Competitive Remuneration Package.

Total Cost to Company per annum inclusive of all benefits and company contributions.

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**PLEASE NOTE**

**Closing date: 17 June 2022**

Interested applicants must complete an **Employment Application Form** available on the NSFAS website together with a detailed Curriculum Vitae, copies of academic qualifications, and names of three contactable referees to Ms. Nokulunga Mtse via email [jobs@nsfas.org.za](mailto:jobs@nsfas.org.za). NSFAS does not consider late applications. Staff on Leave must ensure that they check the NSFAS portals for advertised vacancies and familiarize themselves with the respective closing dates. NSFAS only corresponds with Shortlisted Candidates. If you do not hear from NSFAS within 2 months of the closing date, please consider your application unsuccessful.

Please note the following contact details are for enquiries about **JOB CONTENT ONLY** and **NOT** for application purposes.

Enquiries: Email: [Nokulungam@nsfas.org.za](mailto:Nokulungam@nsfas.org.za)

**\*\* NSFAS committed to employment equity. Preference will be given to candidates who improve employment equity considerations \*\***

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“NSFAS is committed to providing equal opportunities and practicing affirmative action employment. It is our intention to promote representivity (race, gender, disability) in the organisation through filling of this position and candidates whose appointment will promote representivity will receive preference. “

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