



National Student Financial Aid Scheme

## Job Specification & Recruiting Profile of Vacancy

13 June 2024

The following vacancy exists at NSFAS in Cape Town.

|                   |                                |                              |  |
|-------------------|--------------------------------|------------------------------|--|
| <b>Position</b>   | Senior Manager Brands & Events | <b>Type &amp; Grade</b>      | Permanent, D3                              |
| <b>Vacancy No</b> | 19 of 2024/25                  | <b>Department &amp; Unit</b> | Corporate Services, Stakeholder Engagement |

### POSITION OVERVIEW:

To lead the conceptualisation as well as strengthening the equity of the NSFAS brand in terms of product, pricing, promotion and placement in relation to various strategic communication campaigns across digital and mainstream media.

### RESPONSIBILITIES:

#### Policy, Systems & Procedure Development

- Participate in the development and management of the Marketing and Brands policy and standard operating procedures/guidelines.
- Participate in the development of Marketing and Brands policy and standard operating procedures/guidelines of the organisation.
- Socialise the same policy and guidelines to Marketing and Brands management.

## **Core Strategic Objectives Development**

- Identify market challenges, opportunities and right focus in terms of Consumer Marketing Objectives
- Build in depth understanding of consumers and stakeholders to input into Consumer market strategy
- Lead the development of the annual NSFAS Marketing Plan
- Review annual volumes which feed into the Operations Process
- Runs market research programs & market insights for responsible brand and monitors market development
- Evaluate & propose Marketing mix and evaluate media channels
- Evaluate Brand performance, gather and interpret data & propose activities to rectify poor performance, and spot opportunities / gaps in the market.
- Responsible for development of brand commercial updates
- Develop & lead implementation of activation platforms and ideas based on the brand vision
- Translate marketing & category plan into a business framework and optimise commercial opportunities
- Develop and implement 12–18-month portfolio roadmap including product range & quality, brand build, value delivery for consumers, pricing & affordability, range extension.
- Work with communication team to ensure single minded communication message is created in line with the brand building communication plan, consistent with category needs.
- Monitor and review effectiveness of innovation and renovation programmes to inform future plans.
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines

## **People Management & Ethical Leadership**

- Manage and participate in the recruitment and selection of unit vacancies in line with EE targets
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- Delegate stakeholder engagements activities to subordinates for implementation where applicable.
  - Lead and manage the unit team to achieve the set and agreed programmes
  - Direct, inspire, coach and mentor subordinates to deliver quality programmes in line with NSFAS Values
  - Lead and manage the individual performance contracting and review process for subordinates
  - Lead and manage all disciplinary matters of subordinates related to performance and conduct issues
  - Coach, mentor and train the team and develop reports for performance improvement, career progression and recognition purposes.
  - Maintain compliance, consistency, and take corrective action when needed.
  - Participate in HR and organisational recruitment processes.

### **Project Management & Leadership**

- To manage end-to-end stakeholder engagements projects and their associated objective delivery to drive improvements, improve efficiency and reduce complaints.
- To analyse and interpret project reports on completion of the project to evaluate return on investment and to inform decision-making in the unit.
- To use CRM principles in order to represent stakeholder perspectives, champion change management and improvements.

### **Budget optimisation**

- Prepare a comprehensive budget for the unit.
  - Administer the funds of the unit according to the approved budget.
  - Compile and manage budgets for existing and prospective donors funded programmes.
  - Oversee the unit's procurement and adhere to applicable procurement policies
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### **Risk, Compliance Monitoring & Evaluation**

- Lead and manage the plans and processes of all stakeholder engagements requirements, in accordance with legislative prescripts.
- Analyse and improve the audit, risk, and compliance outlook.
- Lead the implementation of the stakeholder engagements risk improvement plan

### **Information & Knowledge Management**

- Collaborate with ICT to build systems that enable the secure management of stakeholder engagements data obtained from different sources
- Collaborate with stakeholders to use their experience, education and understanding to obtain knowledge from this information

### **Reporting & Accountability**

- To report on unit strategic KPIs progress, the operational plan progress, strategic stakeholders' issues and interventions management, internal and external audit and risk and any other work in the mandate of the SCM unit.

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## **DESIRED SKILLS AND EXPERIENCE**

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### **Minimum requirements:**

- NQF Level 7 qualification in eMarketing, Communications, Public Relations, Marketing, Business Management or related fields
  - Computer literacy – Advanced MS Package Suite
  - Driver's License
  - At least 7-8 years' experience in a similar environment with at least 5 years' experience in a managerial role
  - At least 5 years plus proven experience in writing, editing, brand management, projects and
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campaigns and social media space

- Solid experience with crafting of marketing strategies and marketing plans
- Solid experience with brand management, brand equity as well as digital campaigns

**Behavioural Competencies:**

- Strategic Thinking
- Creativity and Innovation
- Financial Acumen
- Change Management
- Emotional Intelligence
- Navigating the political landscape
- Managing Complexity

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**REMUNERATION & BENEFITS**

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**Remuneration Package:** R 1 258 898 to R 1 482 941 per annum.

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

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**PLEASE NOTE**

**Closing date: 26 June 2024**

Interested applicants must complete and submit an **Employment Application Form** available on the NSFAS website. The form must be supported by a detailed Curriculum Vitae which includes amongst other things the vacancy name/position title you are responding to, copies of academic qualifications, Identity Document, and names of three contactable referees. The response must be addressed to the attention of Ms. Thokozile Mnikina via the following email address: **jobs@nsfas.org.za**.

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

**For Enquiries please contact:** Email: [ThokozileM@nsfas.org.za](mailto:ThokozileM@nsfas.org.za)

The NSFAS does not consider late applications. The NSFAS talent acquisition team only corresponds with Shortlisted Candidates. Should you not hear from the NSFAS talent acquisition team within 2 months from the closing date, please consider your application unsuccessful.

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

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