



INTERNAL AND EXTERNAL ADVERTISEMENT

Gauteng Enterprise Propeller (GEP) is a Provincial Government agency established under the auspices of the Department of Economic Development, to provide non-financial support; financial support; and co-ordinate stakeholders for the benefit of SMMEs in Gauteng

THE GEP INVITES INTERESTED AND SUITABLY QUALIFIED CANDIDATES TO APPLY FOR THE FOLLOWING POSITION:

**Manager: Marketing and Communications (One (1) year Fixed term Contract)
Annual Total cost to Company (R 1 090 158.24 – R 1 501 359.01)**

Purpose of position

To manage the marketing and communications function through contribution to the overall brand strategy and the positioning of GEP in the market.

Key Responsibilities:

- Develops and implement the marketing, communications and GEP Brand strategy
- Ensures that the Marketing and Communications plan is aligned with the overall brand strategy
- Agrees upon key strategies to reach the goals and address key issues identified through the environmental scan
- Develops an action plan that addresses goals and specifies objectives and work plans on an annual basis.
- Analyses market trends and developments and makes recommendations to the business accordingly.
- Develops and maintains research activities aimed at monitoring progress towards business objectives.
- Builds in procedures for monitoring, and for modifying strategies based on changes in the external environment or within GEP.
- Analyses market trends and developments and makes recommendations to the business accordingly
- Demonstrates value add to stakeholders to ensure buy in and support on all organisational design and development initiatives.
- Monitors the competitive landscape for such opportunities and conducts feasibility studies to ascertain the brands capacity or willingness to take further
- Ensures and enables clear and open communication with stakeholders.
- Manages employees in the functional area and their performance.
- Lead and execute GEP social media.

Minimum Requirements

- A Bachelor's degree in Marketing, Communication or NQF relevant qualification.
- Minimum 8 years' experience in Marketing and Communications of which 3 years should be at Management level
- A valid Code EB driver's licence and own car

Competencies (Knowledge, Skills and Attitudes)

- Advanced Communication
- Environmental scan
- Interpersonal skills
- Relationship Management
- Negotiation skills
- Integrity
- Persuasion
- Results driven

GEP advocates for equal opportunities. Previously disadvantaged individuals and people with disabilities are encouraged to apply. Kindly note that full background checks will be done on successful candidates. Suitable applicants must e-mail detailed, updated CVs to: **managermarketing@gep.co.za**, with subject being the position applied for, by no later than **20 February 2023 at 17h00**. Note that candidates who have not been contacted within 30 days of the closing date must consider their applications unsuccessful. GEP reserves the right not to fill this position