



## **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**

**Annual Total cost to Company (R 1 133 764.57 – R 1 561 413.37)**

### **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:**

- Develop and execute marketing strategies to achieve the company's goals and objectives.
- Manage implementation of marketing plans and ensure are aligned with the overall business strategy, marketing, communications and brand strategy.
- Plan and execute online digital marketing campaigns across various platforms, such as search engines, social media, email marketing, and display advertising.
- Lead and oversee the execution of the company's social media presence by developing engaging content, manage social media platforms, and monitoring user engagement.
- Monitor campaign performance, optimize results, and provide regular reports to the management team.
- Lead and oversee utilization of web scraping techniques to gather relevant data and measure the performance of marketing campaigns; analyze data to identify key insights and make data-driven decisions to optimize marketing strategies.
- Develops an action plan that addresses goals and specifies objectives and work plans on an annual basis.
- Monitor industry trends and analyses market trends and developments to 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; Digital Marketing qualification will be an added advantage.
- Minimum 5 years' experience in Marketing and Communications.
- A valid Code EB driver's licence and own car

### **Competencies (Knowledge, Skills and Attitudes)**

- Strong knowledge of digital marketing strategies, social media management, and online advertising.
- Proficient in web scraping techniques and data analysis tools.
- Excellent analytical and problem-solving skills.
- Strong leadership and team management abilities.
- Effective communication and interpersonal skills.
- Ability to work under pressure and meet tight deadlines.
- Familiarity with market research methodologies.
- Up to date with the latest marketing trends and best practices.

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 **21 December 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.