



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 Package (R1 179 115- R1 385 292) Negotiable

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 and communications strategy
- Develop the GEP Brand strategy
- Ensures that the Marketing and Communications plan is aligned with the overall brand strategy
- Develops an action plan that addresses goals and specifies objectives and work plans on an annual basis
- Develop and implement the Marketing and Communications policies and procedures
- Lead and oversee the execution of the company's social media presence by developing engaging content, manage social media platforms, and monitoring user engagement
- Analyses market trends and developments and makes recommendations to the business accordingly

- Develops and maintains research activities aimed at monitoring progress towards business objectives.
- Monitors the competitive landscape for such opportunities and conducts feasibility studies to ascertain the brands capacity or willingness to take further
- Conducts regular meetings 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 7 relevant qualification; Digital Marketing qualification will be an added advantage.
- Minimum 5 years' experience in Marketing and Communications environment.
- Extensive stakeholder engagements and raising sponsorship
- A valid Code EB driver's licence and own car

Competencies (Knowledge, Skills and Attitudes)

- Business Environment
- Policies and Procedures
- Coordination and Identity
- Environmental Scan
- Advanced Communication
- Data Analysis
- Digital Management
- Professionalism
- 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 **29 October 2024 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.