

EMPLOYMENT OPPORTUNITIES



The BANKSETA is a statutory body established through the Skills Development Act of 1998 to enable its stakeholders to advance the national and global position of the banking and alternative banking industry. As guided by its mandate the BANKSETA is as such an agent of transformation by promoting employment equity and broad-based black economic empowerment through skills development.

Reference Number:	BSMARCOMMSMAN102023
Job Title:	Manager: Marketing & Communications
Job Band:	D
Reporting Line:	General Manager: Corporate Services
Full-time/Part-time/Contract:	Permanent
Location:	Gauteng - Centurion (Head Office)

Remuneration: R 965 609,33 – R 1 158 731,21CTC per annum.

The purpose of the role:

To provide support to BANKSETA through the design and implementation of best practices in the areas of Marketing and Communication and to oversee the implementation of the marketing and communications strategy.

Main Responsibilities:

- Formulation/development of a marketing strategy and ensuring that the group marketing strategy continues to contribute to the business strategy and plans, and evolve where and when necessary.
- Align all communication requirements to the marketing strategy to ensure fit and alignment in the Communications and Marketing activities.
- Adopt an integrated approach to stakeholder communication, with particular emphasis on community issues.
- Develop and drive departmental marketing and communication plans to the broader BANKSETA stakeholders:
- Design and production of monthly newflashes, quarterly project success stories, bi-annual corporate magazine, annual reports, inputs into the website, intranet, social media platforms and other materials.
- Compile, review, refresh, provide and manage information directed to general public (through website & other channels), the media, stakeholders and service providers.
- Compilation of speeches, presentations and media releases.
- Provide regular feedback reports on marketing and publicity activity.
- Management Design and development of the Internal Communications strategy and delivery of all components.
- Work closely with the marketing & communications support team and internal departments, creating and driving content which is fit for purpose across all internal channels.

- Provide and drive content for Internal Events and other face-to-face interventions including the organizational logistics of these events.
- Oversee the corporate brand and CI roll out across all brand touch points; and to guide other specialist areas on how to table the visual language principles. Make use of graphics and presentation packages. Develop creativity within the company which in turn will provide innovative solutions.
- Always implement general marketing of the company & brand-guard the image of the company.
- Management of BANKSETA events and ensuring that budgets are drawn up.
- To ensure sound stakeholder relationship management throughout the organisation by advising Management on matters related to key stakeholder engagements.
- Form close working relationship with all areas of the BANKSETA to ensure a provincial market focus.
- Adhere to all relevant policies and governance with a key focus on the control of reputational and operational risk.
- An uncompromising focus on excellence and quality control in all deliverables.
- Project management and budget planning & control.
- Procurement processes and reporting.
- Management of on-line marketing and virtual communities, bulk mailings, analytics and social media.
- Monitor effective benchmarks for measuring the impact of social media programmes, analyse and report on effectiveness of campaigns in an effort to maximise results.
- Monitoring, analysis and implementation of social media trends.

Competencies

- Managerial qualities
 - Planning and Organising
 - Quality orientation
 - Strategic thinker
- Professional qualities
 - Project management skills
 - Problem solving and analysis
 - Above average communication (verbal and written)
 - Able to work without supervision and team player when required
 - Ability to work under pressure and tight deadlines
 - Facilitation skills
 - Presentation skills (able to communicate with senior executives locally and internationally)
- Entrepreneurial qualities
 - Action orientated
 - Business acumen
- Personal qualities
 - Interpersonal skills
 - Resilience
 - Self confidence
 - Self-motivation

Knowledge and Skills Required

- Business writing skills (including report writing, drafting presentations and articles for publishing)
- Financial management skills
- Experience in advertising and media
- Computer Literacy (Excellent application of MS Word, MS Excel, MS PowerPoint, Internet / Email, Windows)
- Knowledge of relevant legislation such as SDA, PFMA
- Skilled in designing, facilitating and implementing training programmes
- Experience in managing organisation website.

Minimum Requirements

- Bachelor's degree or advanced diploma in relevant field
- Minimum of 8 years working experience
- 5 years in a marketing and communications context
- 2 years managerial experience
- Experience in the education/skills sector an added advantage

Closing date for applications: **23 October 2023**

Please direct all applications to marcommsman@bankseta.org.za

Please use the reference number of this advert (BSMARCOMMSMAN102023) when applying.

Note: Preference will be given to candidates who meet BANKSETA's Employment Equity Plan. White and coloured males/females are encouraged to apply.