

Enterprise iLembe is the Economic Development Agency of the iLembe District Municipality, responsible for Trade & Investment Promotion and Local Economic Development for the Region Enterprise iLembe seeks to fill the position and accordingly invites suitably qualified and experienced applications for the position below:

VACANCY

MARKETING & COMMUNICATIONS OFFICER (3 YEAR CONTRACT)

Enterprise iLembe seeks to fill the position and accordingly invites suitably qualified and experienced applications for the position below:

Requirements:

The Marketing and Communications Officer will be required to implement and oversee external marketing campaigns, tourism destination promotion, public relations and communications across the Entity's core sectors of Agriculture, Tourism, Manufacturing and Property and Construction.

- Bachelor's Degree in Marketing, Communications, Journalism or related.
- Minimum of 3+ years of relevant work experience in Marketing, Public Relations, Communications, graphic design, strategic marketing, social media or related field.
- Experience in Tourism marketing and promotions will be an added advantage.
- Experience managing media relations (online, broadcast and print)
- Managing websites and other digital offsite activities incl social media
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Valid unendorsed Driver's License with own vehicle, preferred.

Skills:

- Developing and implementing organizational publicity strategies for the Entity including crisis a management strategy
- Thorough knowledge of social media, web analytics and content production
- Experience with Meta business suite as well as knowledge of Whatsapp Business will be an added advantage
- Good understanding of market research techniques, statistical and data analysis methods
- Computer skills: MS Word, Excel, PowerPoint, Social Media platforms, Google-Suite and related applications
- Excellent communication and interpersonal skills, with the ability to influence and collaborate effectively across all levels of the organization. Polished, succinct, and grammatically correct written communication skills
- Keep abreast and make use of the latest design and social media trends, best practices and technologies
- Excellent portfolio with a proven track record of successful project management/campaign management examples
- Photo and video-editing skills
- Maintaining the company's corporate image and identity
- Deadline-driven and meticulous about quality and detail
- Confident communication and presentation skills

Key Responsibilities:

Key responsibilities include completing market research, destination promotion, communicating with media personnel to address company news and implementing PR & Communication policies and procedures to uphold the entity's brand image. Write press releases to develop content and create social media posts. Liaise with stakeholders, partners, and vendors to promote success of activities and enhance the Entity's presence. Promote existing tourist attractions through advertising campaigns, digital media, assist to develop promotional and communication materials. Implement the marketing strategies, including product development, multichannel communication plans and engagement programmes. Event and programme coordination.

Enterprise iLembe subscribes to the principles of equal employment opportunities as contemplated in the Employment Equity Act: 55 of 1998. Please forward your applications together with a detailed CV and certified copies of your qualifications, drivers' licence and Identity Document for the attention of The Acting CEO: Mrs Hlengiwe Hakata; email @minenhle@enterpriseilembe.co.za

The closing date for submissions is **Friday 17 May 2024, 12h00**. Please note that applications received after the closing date will not be considered. If you do not hear from us within (4) weeks of closing date, please consider your application as unsuccessful.

H Hakata (Mrs)
Acting Chief Executive Officer