



National Student Financial Aid Scheme

## Job Specification & Recruiting Profile of Vacancy

10 September 2019

The following vacancy exists at NSFAS in Cape Town.

<b>Position</b>	Marketing and Brand Manager	<b>Type &amp; Grade</b>	Permanent
<b>Vacancy No</b>	111 of 2019/20	<b>Department &amp; Unit</b>	Marketing and Communications

### POSITION OVERVIEW:

Reporting to the General Manager: Corporate Services. The role is responsible for managing the NSFAS brand, campaigns, advertising, and digital/online communications support services. The role is secondly responsible for developing and managing implementation of all the brand and marketing strategies for development of public information to bolster Marketing and Communications efforts with a particular focus on raising NSFAS' profile and increasing brand performance.

### RESPONSIBILITIES:

1. Manage investor relations and communication processes.
  - a) Develop investor brand and communications and advisory strategies.
  - b) Develop marketing pitch in support for new business proposals for pipeline in order to raise more funds.
  - c) Develop digital communication channels and strategies to enable investor communication.
  - d) Ensure the NSFAS has a corporate social investment plan and partnership with private sectors.
  
2. Develop creative strategy & corporate brand activations.
  - a) Participate in brand activation brainstorming.
  - b) Ensure brand strategy development.
  - c) Corporate identity development.
  - d) Ensure creative concept development.

- 
- e) Ensure that the team has a clear brief for design, layout and finished art.
  - f) Advertise campaign planning and implementation.
  - g) Plan, buy and monitor media.
  - h) Ensure print and electronic production.
  - i) Ensure website design and management.
3. Strengthen NSFAS strategic campaigns, branding, marketing, and public information capacity.
    - a) Conceptualize and implement a comprehensive strategy for campaigns and positioning of NSFAS.
    - b) Develop, coordinate, and generate external partnership and support for multiple target audiences.
    - c) Strengthen campaigns to investors, funders, shareholders, and other partners through strategic products and services.
    - d) Review the processes and opportunities for mobilizing and training NSFAS experts who can speak to external audiences on development and specific priority areas.
  4. Provide editorial direction and implementation of corporate products.
    - a) Manage the production of select corporate communications products.
    - b) Provide editorial support through writing, editing and translation services.
    - c) Coordinate other investor communications requests and ideas across the other Communications Teams.
  5. Provide NSFAS with a range of communications training options.
    - a) Identify communications training needs.
    - b) Develop appropriate tools and methods to enhance marketing skills at all levels of the organization.
    - c) Develop and implement a communications and marketing training plan as needed.
    - d) Develop and achieve training options through the deployment of in-house marketing communications experts or identification of external communications companies to enhance communications capacities.
  6. Contribute to brand management, consistency and quality management.
    - a) Manage the implementation and improvement of the use of NSFAS Corporate Identity Manual & Branding Guidelines.
    - b) Manage the provision of advisory services for writing/editing, and dissemination of multilingual, multimedia communications tools for product development, and marketing campaigns.
    - c) Develop and manage a comprehensive database of marketing experts and counterparts in the industry – writers, editors, designers, marketers, researchers, and translators.
    - d) Increase NSFAS multilingual presence through translation services in all official languages.
    - e) Develop multimedia and marketing tools, templates and guidelines for marketing products and ensure visual coherence of the NSFAS brand.
    - f) Update, maintain and enhance marketing of the NSFAS Communications Toolkit.
    - g) Ensure consistency and universal messaging in NSFAS communications.
-

- 
7. Lead channel management strategy.
    - a) Expand NSFAS' marketing channels to further accelerate industry-leading growth.
    - b) Develop and execute a robust digital strategy, building upon customer needs and reaching onto digital mediums including SEO, display, social and more.
    - c) Develop new and enhance existing marketing avenues, critical to achieving the NSFAS goal of customers and user experience.
  
  8. Ensure effective employee communications.
    - a) Ensure that external marketing campaigns and plans are integrated with internal communications.
    - b) Develop marketing campaigns that involve employees and encourage employee participation and activations.
    - c) Manage the development and maintenance of the intranet communication.
    - d) Ensure there is regular reports to employees on organization growth and activities with external stakeholders.
    - e) Assist with employee engagement sessions.
  
  9. Leading high-performance teams.
    - a) Ensure that annual workforce plans have been developed.
    - b) Assign work in accordance with plans to staff members.
    - c) Set, control and report on key performance areas.
    - d) Coach, mentor, train and develop reports for performance improvement, career progression and recognition purposes.
    - e) Maintain compliance, consistency, and take corrective action when needed.
    - f) Lead, manage and motivate Marketing & Campaigns team staff.
    - g) Participate in the recruitment, performance and career management processes of personnel.

---

## **DESIRED SKILLS AND EXPERIENCE**

---

### **Minimum requirements:**

- National Diploma in Communications, Marketing, Public Relations, Branding, and Digital Marketing Communications
  - 8 Years' proven record in writing and editing
  - 5 Years' experience in marketing projects and campaigns
  - Media buy in and advertising experience
  - 5 Years' experience in CSI (Corporate Social Investment)
  - 5 Years' experience in Brand Management
  - 5 Years' of professional work experience in marketing and communications, investor relations, and brand activations including at least 2 years in a line management role with a proven track record of excellent personnel management and active project management and teamwork
-

- 
- Demonstrated experience in developing and implementing branding and marketing campaigns and applying creative communications approaches, generating and developing new external partnerships with advertising, collaboration, and public relations agencies and media organizations
  - Proven experience in overseeing implementation of training and capacity-building on communications functions and activities with multiple and diverse stakeholders
  - Proven experience in leading and managing a creative team including designers, writers, etc.

*Preferred:*

- Post Graduate Qualification in Communications, Marketing, Public Relations, Branding, and Digital Marketing Communications
- News room knowledge/ experience
- Exposure to Project Management processes and software (e.g. MS Projects)
- Knowledge of a marketing and communications environment and processes

**Skills & competencies**

- Fluency in English
- Marketing skills
- Planning and organization skills
- Negotiation skills
- Analytical skills
- Adobe InCopy/ InDesign
- Strategic and visionary leadership skills
- Building interpersonal relationship skills
- Decision making and problem-solving skills
- Building strategic alliances and partnerships
- Emotional intelligence
- Systems & Flexible thinking
- Strategic thinking skills
- Resilience
- Business and management skills

---

**REMUNERATION & BENEFITS**

---

**Remuneration Package:**

R 643, 955 to R 862,105 per annum

Total Cost to Company per annum inclusive of all benefits and company contributions.

---

---

## PLEASE NOTE

**Closing date: 20 September 2019.**

Interested applicants should send detailed Curriculum Vitae, copies of academic qualifications and names of three contactable referees to Ms. Nokulunga Mtse via email [jobs@nsfas.org.za](mailto:jobs@nsfas.org.za). NSFAS do not consider late applications. Staff on Leave must ensure that they check the NSFAS portals for advertised vacancies and familiarize themselves with the respective closing dates. NSFAS only corresponds with Shortlisted Candidates. If you do not hear from NSFAS within 2 months of the closing date, please consider your application unsuccessful.

\*\* NSFAS committed to employment equity. Preference will be given to candidates who improve employment equity considerations \*\*

---

10 Brodie Road, House Vincent, 2nd Floor, Wynberg, Cape Town, 7700 | Private Bag X1, Plumstead, Cape Town, 7800

Tel No.: 0800 067 327 | 021 763 3200 | Email: [jobs@nsfas.org.za](mailto:jobs@nsfas.org.za)