National Student Financial Aid Scheme

Job Specification & Recruiting Profile of Vacancy

30 October 2026

The following vacancy exists at NSFAS in Cape Town.

Position	Brands & Events Senior Manager	**Type**	Permanent, D3
Vacancy No	19 of 2026/27	**Department & Unit**	Corporate Services, Brands & Events Management

POSITION OVERVIEW:

To develop, manage and ensure the implementation of the NSFAS brand, campaigns, advertising and digital/online communications strategies and support services to improve the brand and reputation of the organisation

RESPONSIBILITIES:

Policy, Systems & Procedure Development

- Participate in the development and management of the NSFAS Brand and events policy(ies), guidelines, and procedures in the business unit.
- Oversee the utilisation and implementation of the Brand and events related policies, processes, efficiency channels and databases to resolve stakeholder queries and complaints.

Core Strategic & Operational Objectives Development

- Lead the brand strategy development that translates into a corporate identity of the organisation.
- Lead the development and coordination of the creative concept and brand activation mechanisms for the organisation.
- Manage the implementation and improvement of the use of NSFAS Corporate Identity Manual & Branding Guidelines.
- Provide clear brief and direction for a design, layout and finished art on all organisational branding.
- Provide editorial support through writing, editing and translation services to all brand and events initiatives.
- Inform advertise campaign planning and implementation mechanisms for the organisation.
- Participate in the planning, buying, monitoring and responses in the media space and their impact on the NSFAS brand.
- Lead the print and electronic production standards for the organisation.
- Participate in the website design processes, outlook and management.
- Conceptualize and implement a comprehensive digital strategy for NSFAS campaigns and brand positioning.
- Develop, coordinate and improve external partnerships and support for multiple target audiences.
- Strengthen campaigns that attracts sponsors, funders, and other partnerships through strategic organisational services positioning.
- Partner with the communications management unit on the reviewing and improvement of the joint processes and opportunities for the positive branding outlook of the organisation priority areas
- Manage the production of selected corporate communications products and service offerings.
- Provide editorial support through writing, editing and translation services.
- Develop multimedia and marketing tools, templates and guidelines for marketing products and

ensure visual coherence of the NSFAS brand.

- Coordinate other investor communications requests and ideas across the other communications teams.
- Update, maintain and enhance marketing of the NSFAS communications toolkit.

Stakeholder Management & Relationships

- Develop, collaborate and manage a comprehensive database of marketing experts and counterparts in the industry-writers, editors, designers, marketers, researchers and translators
- Collaborate with internal stakeholders to ensure that marketing and brand initiatives are fully implemented.

Budget optimisation:

- Forecast for unit core administration activities and projects
- Manage the unit expenditure in line with core activities and projects

Risk, Compliance Monitoring & Evaluation

- Lead and manage the plans and processes of Brand and events in line with legislation.
- Lead and manage the plans and processes that support the implementation of identified key controls and established risk mitigation procedures.
- Analyse and improve the audit, risk and compliance outlook

Information & Knowledge Management:

- Collaborate with stakeholders to build systems that enable the management of data obtained from different sources.
- Collaborate with stakeholders to use their experience, education and understanding to obtain knowledge from this information.

Reporting & Accountability:

- Compile reports on unit strategic KPIs, operational plan progress, strategic stakeholders' issues and interventions management
- Compile and present monthly and quarterly reports on Branding and Events work related matters

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DESIRED SKILLS AND EXPERIENCE

Minimum requirements:

- NQF Level 7 in Communications, Marketing Public Relations, Branding and Digital Marketing Communications
- Computer literacy – Intermediate Microsoft Package
- Driver's License
- 8 years proven experience in writing, editing, brand management, projects and campaigns and social media space
- At least 3 years proven management experience which includes dealing with budgets, business planning, employee management and development.
- Proven track record as a marketing and brand manager or equivalent
- Experience in managing/leading a team and managing a creative team including designers, writers, etc.
- Evidence of managing/Supervising people
- Knowledge of PFMA and the public service
- Knowledge of Higher education and training and the political climate that dominates student politics
- Knowledge of a marketing and communications environment and processes

Preferred

- NQF Level 8 in Communications, Marketing Public Relations, Branding and Digital Marketing Communications
- 15 Years' experience in writing, editing, brand management, projects and campaigns and social media of which at least 10 should be at the management level in the higher education sector.
- Solid exposure in project management processes and software
- Solid knowledge of Higher education and training
- Solid knowledge of marketing and communication environment and processes.

Skill and Competencies:

- Communication skills
- Problem-solving
- Attention to detail
- Leadership skills
- Report writing
- Decision making
- Planning skills
- Organisational skills
- Execution skills
- Time management skills
- Creative thinking
- Interpersonal skills
- Presentation skills
- Project management skills
- Analytical skills
- Strategic thinking

REMUNERATION & BENEFITS

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

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PLEASE NOTE

Closing date: 13 November 2026

Interested applicants must complete and submit an Employment Application Form available on the NSFAS website. The form must be supported by a detailed Curriculum Vitae which includes amongst other things the vacancy name/position title you are responding to, copies of academic qualifications, Identity Document, and names of three contactable referees. The response must be addressed to the following email address: **Jobs@nsfas.org.za**

The NSFAS does not consider late applications. The NSFAS talent acquisition team only corresponds with Shortlisted Candidates. Should you not hear from the NSFAS talent acquisition team within 2 months from the closing date, please consider your application unsuccessful. Appointments will be made in line with the NSFAS Employment Equity goals and targets