



Central University of
Technology, Free State

JOIN THE TEAM

Customer service

Integrity

Diversity

Innovation

Excellence

Brand and Events Specialist (P8)

Communications and Marketing | Resources and Operations | Ref 628



Bloemfontein Campus

Main purpose of the job

The main purpose of this function is about staging events/functions and brand activation. The incumbent will be responsible for supporting the unit in developing implementing and monitoring creative strategies to ensure effective, professional marketing initiatives that position CUT within various publics including business and industry, media, government, internal staff, parents, current and prospective students.

Main tasks

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| 1. Provide input into the unit's strategic plan, relating to the development of integrated marketing communications strategy in line with vision and mission of the university; | 5. Oversee the development, implementation and monitoring of an agreed set of marketing initiatives; |
| 2. Develop and implement the marketing, advertising and online media strategy that needs to be aligned to the overall business objectives; | 6. Provide input into the budget for the Communications & Marketing section; |
| 3. Ensure event management and public relations are executed professionally; | 7. Develop Reports. |
| 4. Conduct liaison with key strategic partners internally and externally; | |

Nature of appointment

Permanent Support Services

Minimum salary scale (Total Cost to Company)

R561 342 per annum

Minimum Qualification/ Knowledge and/or Experience

- Relevant 3-year qualification (i.e. diploma/degree at least NQF 6 or equivalent)
- At least 3 years of relevant experience in events, branding and marketing
- Firm grasp of events/marketing within higher education or related industry

Desired Qualification, Knowledge and/or Experience

- Honours Degree (or equivalent) in communications/marketing or events management/hospitality
- 5 years' relevant management experience in combination of these fields

Job-Related Enquiries

Mr M Kganakga ☎ 051 507 3406 ✉ jkganakga@cut.ac.za

Remuneration, Benefits and Process Enquiries

Recruitment Office ☎ 051 507 3012 ✉ jobs@cut.ac.za

To find out more or to apply, visit www.cut.ac.za/careers or send an email to jobs@cut.ac.za



About the
position



About the
appointment



What are we
looking for?



Interested?

CLOSING DATE FOR APPLICATIONS – 20 March 2020

THINKING BEYOND