



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 99



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

- |   |  |
|---|--|
| 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;   |  |



About the  
position



About the  
appointment

**Nature of appointment**

Permanent Support Services

**Minimum salary scale  
(Total Cost to Company)**

R561 342 per annum

*Note: CUT applies an internal parity model to determine remuneration that complies with the principle of "equal pay for work of equal value". Accordingly, the preferred candidate may expect an offer that is in line with their qualifications and years of similar experience. Please contact the Recruitment office for more information on the applicable salary scale.*



What are we  
looking for?

**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



Interested?

**Job-Related Enquiries**

Mr M Kganakga ☎ 051 507 3406 ✉ [jkganakga@cut.ac.za](mailto:jkganakga@cut.ac.za)

**Remuneration, Benefits and  
Process Enquiries**

Recruitment Office ☎ 051 507 3012 ✉ [jobs@cut.ac.za](mailto:jobs@cut.ac.za)

**To find out more or to apply, visit [www.cut.ac.za/careers](http://www.cut.ac.za/careers) or  
<https://cut.job.skillsmapafrica.com/>**

**CLOSING DATE FOR APPLICATIONS – 11 September 2020**

THINKING BEYOND