



# RECRUITMENT ADVERTISEMENT

## RESOURCES AND OPERATIONS Communications and Marketing

<b>POST TITLE</b>	<b>Deputy Director: Marketing and Brand Management</b> <i>Bloemfontein Campus</i>		
<b>REFERENCE NUMBER</b>	• 1446	<b>CLOSING DATE FOR APPLICATIONS</b>	• 29 March 2019
<b>POST LEVEL</b>	• P6	<b>NATURE OF APPOINTMENT</b>	• Permanent support services
<b>MINIMUM QUALIFICATION &amp; EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Relevant 3-year qualification (i.e. diploma/degree at least NQF 6 or equivalent)</li> <li>• 3 years' relevant management experience in marketing</li> </ul>		
<b>DESIRED QUALIFICATION AND/OR EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Honours degree (or equivalent) in marketing</li> <li>• 5 years' extensive management experience in higher education enhanced by knowledge and experience of marketing/branding in private sector</li> </ul>		
<b>DIRECT ENQUIRIES TO</b>	• Mr D Maritz at 051 507 3820 or dmaritz@cut.ac.za		

### MAIN TASKS

1. Providing input into the section's strategic plan, relating to the development of integrated marketing communications strategy in line with Vision 2020	2. Develop and implement the marketing, advertising and online media strategy that needs to be aligned to the overall business objectives
3. Managing and coordinating the unit and all its various functions	4. Ensure branding guidelines and CI manual are adhered to;
5. Develop the brand strategy for the university	6. Ensure the development of the core brand strategy for CUT
7. Ensure CUT is positioned correctly in terms of brand offering and promise	8. Develop campaigns for various projects at CUT
9. Provide input into the budget for the Communications & Marketing section	10. Develop reports
11. Represent the unit internally at different forums	

### IMPORTANT INFORMATION REGARDING YOUR APPLICATION

*(Kindly ensure that you read and comply before submitting your application)*

- Please complete a separate application form for each post.
- The University may decide to consider only completed applications consisting of ALL the documents listed below for selection.
  - A completed and signed CUT application form;
  - A comprehensive Curriculum Vitae;
  - A **certified** copy of a South African identity document or a passport;
  - A complete set of **certified** copies of qualifications (only certified copies of documents are required. Please do NOT submit any original documents); and
  - A **certified** copy of the SAQA accreditation of any qualifications obtained at education institutions outside South Africa.

### GENERAL REMARKS

- Candidates will be recruited and appointed in accordance with the Employment Equity and Affirmative Action Programmes of the Central University of Technology, Free State.
- The Central University of Technology, Free State reserves the right to conduct/employ a third party to conduct a background investigation in respect of all short-listed candidates.
- Correspondence will be limited to short listed candidates only. If you haven't received feedback in four weeks, consider your application not shortlisted.
- The Central University of Technology, Free State reserves the right not to make an appointment in the advertised post and/or to appoint other suitable persons recruited by means other than this advertisement. Appointment, either on a permanent or contract basis, will be negotiated with the successful candidate.
- Application forms are available from the Human Resources section, ZR Mahabane Building, CUT Campus, Bloemfontein or on CUT's website.
- Complete applications, quoting the specific reference number, should reach CUT on or before the closing date via:

#### **By hand:**

The Resourcing office, Human Resources  
Central University of Technology, Free State  
ZR Mahabane building  
20 Pres. Brand Street  
Bloemfontein

#### **By mail:**

The Resourcing Office, Human Resources  
Central University of Technology, Free State  
ZR Mahabane building  
Private Bag X20539  
Bloemfontein, 9300

#### **By e-mail:**

[jobs@cut.ac.za](mailto:jobs@cut.ac.za)