

BE PART OF THIS TEAM

The East London Industrial Development Zone SOC Ltd is a State-Owned Corporation set up by government through the South African Industrial Development Zones Programme (now the South African Special Economic Zones Programme) to develop, operate and maintain modern infrastructure and to complementarily attract strategic investments for the region.

POSITION: MANAGER: MARKETING AND CORPORATE COMMUNICATIONS | Ref: REC/13/24

Minimum Requirements: • Degree in Marketing/ Communications/ Media Studies/ Journalism/ Public Relations • Post graduate qualification in Marketing/ Communications/ Media Studies/ Journalism/ Public Relations will be advantageous • 5 years relevant experience in Marketing and Corporate Communications, with 3 years at a management/ supervisory level.

Required Competencies: Computer Literacy (Ms office: Word, PowerPoint, Excel) • Knowledge of all legislation pertaining to ELIDZ • Knowledge and experience in financial planning and forecasting • Knowledge and understanding of Public Financial Management Act • Knowledge of risk and compliance management • Working knowledge of investment promotion, stakeholder management and investment promotion • Knowledge of organisational and media protocols • Knowledge of Corporate Marketing practices • Knowledge of Corporate Communication Policy, Social Media Policy, Corporate Investment Policy • Demonstrable ability to execute and translate visions into reality, delivering on targets.

Specific Functional Responsibilities: • **Strategic Planning and Management** • Leading and managing the Marketing and Corporate Communications day-to-day operations of the sub-unit including the team • Manage development, approval and implementation of the Marketing and Corporate Communications Sub-unit strategies in consultation with relevant stakeholders • Ensure the delivery and managing of all Marketing and Corporate Communications Sub-unit activities within the allocated budget • Provide guidance to the organisation on matters related to Marketing and Corporate Communications • Support to investor attraction initiatives • **Corporate Events Management** • Oversee event Management by ensuring execution of the organisation's regular exhibitions and various events • **Brand and Reputation Management** • Manage development and implementation of comprehensive and effective brand strategy • Build the organisation's brand, broaden awareness of its mandate, service offering and priorities across key stakeholders • Ensures compliance to Brand Policy • Manage and conduct corporate identity review • Manage development and maintenance of social media profiles and quality content to support and expand the ELIDZ's digital brand presence • Manage and improve Brand Equity • **Marketing** • Conducts market research to identify market requirements for current and future services • Manage the development, approval and implementation of integrated marketing communications strategy and associated plans and initiatives • Regularly report on implementation of integrated marketing communications strategy and associated plans activities as planned • Manage marketing campaign development and implementation • Manage development of all content and marketing collateral for promotional purposes • Establish relationships with industry-related publications to promote the effectiveness of investment promotion • **Corporate Communications** • Plan, develop and implement internal and external communication plans • Determine and put in place meaningful measurement processes/ tools to assess and report on the performance of communications campaigns • Manage development and implementation communication plan, channels, content development and internal publications • Increase brand visibility amongst key stakeholders through Marketing and Communications initiatives • Manage development of external publications and monitor public relations, media, social media platforms and public outreach initiatives • **Stakeholder Relations** • Act as the spokesperson for the ELIDZ • Manage all aspects of public relations and media relations to cultivate and enhance meaningful relationships with targeted, high-level external audiences and customers • Develop and manage a Customer Advocacy Programme to enhance customer satisfaction, foster loyalty, and build strong relationships with key stakeholders Monitoring and Governance (Stakeholder Perception Survey) • Develop and monitor Stakeholder Relationship Management Matrix protocols to enhance engagement, ensure effective communication, and foster strong relationships with key stakeholders • **Corporate Social Investments (CSI)** • Manage development and implementation of CSI programmes that effectively promote the objectives of the ELIDZ Corporate Plan • Develop, review, and ensure the CSI Policy and effectively communicate it to relevant stakeholders • Regularly report on the implementation of CSI Programme • **People and Performance Management** • Managing staff appointments including performance management processes and maintain discipline • Provide coaching, mentoring, and capacity-building for staff.

Applications must be submitted by e-mail to: recruitment@elidz.co.za.

The closing date is 13 December 2024. If you have not heard from us within one month after the closing date, please consider your application unsuccessful. Only short listed candidates will be communicated to. The ELIDZ reserves the right not to fill this position. **The East London Industrial Development Zone is an equal opportunity employer, and the filling of positions will be in accordance with affirmative action measures as per the ELIDZ Employment Equity Plan and supporting framework.**

The personal information submitted in response to this advertisement shall be processed solely for purposes relating to the position applied for, as mandated in law. The East London IDZ undertakes to ensure that appropriate security control measures are implemented to protect all the information submitted by the applicant.

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www.elidz.co.za

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