

Preview Job

Graphic Design and Marketing Officer at South African Heritage Resources Agency (SAHRA)

- Fixed-Term Contract Junior position
- Zonnebloem, Western Cape
- Undisclosed
- 12 months contract

About the Position

Job Title: Graphic Design and Marketing Officer.

Department: Office of the CEO.

Location: Zonnebloem - Cape Town Head Office.

Approved Grade: C2.

Annual Salary: R236 164,00 per annum.

Applications Closing date: Wednesday, 15 May 2024 at 5PM.

PRIMARY PURPOSE OF THE JOB:

To develop and execute marketing activities that increase brand identity and brand awareness of SAHRA.

KEY PERFORMANCE AREAS:

Implement the Marketing and Brand Strategy:

- Assist in planning strategies and execute marketing designs and activities to establish and maintain SAHRAs' brand presence in the heritage sector.
- To launch and oversee advertising and media planning.
- Assist with media liaison when required.
- Assist with the design, development, and production of all SAHRA corporate materials.
- Must have strong graphic design skills.
- Implement SAHRA's Corporate Identity Manual.
- Represent SAHRA on various national platforms.
- Travel around the country as a SAHRA communications officials.

Design, Manage and Update Website and Social Media Content:

- Act as SAHRA's online liaison across the social media platforms.
- Create content for newsfeeds and spark discussions on various social networking sites.
- Respond to queries on social media.
- Maintain and update information on the organisation's website.
- Design graphics for all digital campaigns.
- Design new website landing pages for website when required.
- Continually develop and update website.
- Ensure security updates are aligned to regulatory requirements.

Planning and Coordination of Exhibitions and Events:

- Organise events for the organisation and write the targeted events plan.
- Liaise with Supply chain to coordinate events and exhibitions.
- Arrange meetings with relevant stakeholders to coordinate events.
- Brief stakeholders on the particular event.
- Arrange logistical arrangements with service providers.
- Increase brand visibility at events.
- Oversee the smooth running of events.
- Write detailed Event exit report on all events including the implementation, feedback, and suggestions for improvement.

Research and Write Corporate Marketing Information:

- Conduct research for articles.
- Research trends in social media related to the heritage industry.
- Write articles for SAHRA newsletter.
- Write daily staff bulletins.
- Write press releases.
- Develop content for all social media campaigns.

JOB REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE:

At least a National Diploma in Marketing Management, Graphic Design, Public Relations Management, Branding or equivalent. A minimum of one (2) year's work experience as a Marketing and Branding Practitioner is required.

Other skills include experience and practice in Managing social media, Web design, Advanced Graphic Design packages, Events Management, and communications and content development.

LANGUAGE SKILLS:

Ability to read, analyse, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information to top management, public groups, and/or boards of directors.

NUMERICAL SKILLS:

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, and volume.

REASONING ABILITY:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

LICENSES:

A valid Code EB (08) driver's license.

Computer Skill:

Computer literacy with regard to the use of Excel, Word and Power Point.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is:

- Occasionally required to stand.
- Regularly required to sit.
- Often to talk and hear.
- Often to write.

Specific vision abilities required by this job include close vision.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

Desired Skills

- Marketing and Brand Strategy
- Social Media
- Digital Campaigns
- Marketing and Branding Practitioner
- Events Management
- Web Design
- Communications
- Graphic Design

Desired Education Level

- Diploma
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