

# Marketing Officer (5-month contract) (Ref 66/2019)

The Cape Town International Convention Centre (CTICC) is so much more than just another convention centre. An exceptional centre requires exceptional staff and the culture of the CTICC is one of teamwork, recognition, personal accountability, and service excellence. We understand that it is only our people who make us the success we are and, as a result, we make every effort to ensure that we recruit and retain talented, qualified and enthusiastic individuals, who are team players, able to embrace our values, fit in with our culture and recognise the value of hard work in a dynamic exciting environment.

**The main purpose:** This position is responsible for the implementation of a wide range of marketing activities. Develops and maintains a detailed project schedule which includes administrative tasks and assists the Marketing and Sustainability Manager.

**Reporting to the:** Head of Marketing, PR & Sustainability

**Key responsibilities will include:**

#### **Marketing Activities**

Implement and coordinate all marketing activities and improve the performance of the company's products and services.

#### **Measurement Metrics**

Research and explore new ways to measure ROI on all marketing initiatives.

#### **Marketing Strategy**

Assist in the development and implementation of the CTICC's marketing strategy through research and report compilation.

#### **Marketing Project Plan**

Execute the marketing plan across all platforms and update the Marketing Departments according to agreed project plan.

#### **Marketing Collateral**

Assist with updating and creating new marketing collateral

#### **Supplier Management**

Maintain relationships with the suppliers which include design and advertising agencies.

#### **Advertising Strategy**

Assist in the development and implementation of the CTICC's advertising strategy through research and report compilation in alignment with the organisation's key deliverables.

#### **Brand Value Promise**

Initiate and participate in brand activations including CSR initiatives and provide brand training.



**Artwork Sign Off**

Manage artwork sign off with internal stakeholders and communicate those changes to suppliers (including print proofs)

**Special Projects**

Provide support or drive ad hoc projects throughout the contract period

**Qualifications and experience required:**

- Marketing Diploma qualification with elements which incorporate Project Management and Communication or alternatively Public Relations Degree/Diploma with a strong knowledge of Marketing and Project (NQF 6)
- Minimum 3 years' experience, working in the field of marketing and communication, within a corporate environment

**Skills and Knowledge Required:**

- Excellent command of the English language and demonstrate a high level of verbal, written and listening skills at all levels
- The ability to demonstrate knowledge of a broad range of marketing activities – development of marketing collateral, methods to evaluate return on investments, understanding of advertising and design
- Excellent communication skills including research, writing, editing, copywriting or copyediting and presentation skills
- Proven experience where brand application and development was required
- An understanding of working with trigger marketing campaigns
- Excellent interpersonal skills – to liaise with all internal and external stakeholders.
- Be computer literate and proficient in the use of Microsoft Office (Word; Outlook; Excel & PowerPoint)
- Knowledge of design and experience working in the hospitality, meetings and events industry is advantageous.
- Adobe Design Suite advantageous

Remuneration will be discussed with the successful candidate. Kindly submit confidential applications to the Human Resources Department on or before **17h00 on the 24<sup>th</sup> June 2019** via <http://cticc.cloudrecruit.io/> The CTICC is committed to Employment Equity and particularly welcomes applications from suitably qualified previously disadvantaged Individuals. Only shortlisted candidates will be contacted.

For more information on the Cape Town International Convention Centre please visit: [www.cticc.co.za](http://www.cticc.co.za)



We are a green conscious convention centre.

Cape Town International Convention Centre