



**iSimangaliso**  
*Wetland Park*



**VACANCY: MARKETING AND BRAND OFFICER**

**REF: HR/59/2024**

**TOTAL REMUNERATION PACKAGE: R450 994 (All-inclusive except Medical Aid)**

iSimangaliso Wetland Park Authority, a renowned World Heritage Park where conservation, sustainable tourism and benefit sharing prevails, is looking for an experienced Marketing and Brand Officer.

Reporting to the **Marketing and Brand Manager**, the successful candidate will plan and oversee the organization's marketing activities and campaigns and ensure that all marketing operations are successful to achieve iSimangaliso's strategic objectives.

**Requirements for the Job**

A National Diploma in Business Management with special focus in marketing, 2 to 3 years' experience in a formal marketing space or similar role, strong knowledge of market research techniques, statistical and data analysis methods, understanding of social media and web analytics, knowledge and understanding of MS Office and marketing software and a code 08 / 10 valid driver's license.

**Skills:** Excellent organizational and multi-tasking skills, outstanding communication and interpersonal abilities, creativity, and commercial awareness, a team player with a customer-oriented approach, communication, creativity and problem-solving; attention to detail, interpersonal skills, leadership, adaptability, written, and verbal communication skills, data analysis and analytics.

**Key Performance Areas:**

Contributing to the implementation of marketing strategies; support the Marketing and Brand Manager in overseeing the department's operations; organizing and attending marketing activities or events to raise brand awareness, plan advertising and promotional campaigns for products or services on a variety of media, liaise with stakeholders and vendors to promote success of activities and enhance the company's presence, see all ventures through to

completion and evaluate their success using various metrics, prepare content for the publication of marketing material and oversee distribution, **conduct** market research to identify opportunities for promotion and growth, **collaborate** with managers in preparing budgets and monitoring expenses

**Response to the advertised vacant position and closing date:** Please send your application letter with a detailed CV stating the reference number and the position you applying for with certified copies of qualifications, ID and driver's license attached to: [recruitment@isimangaliso.com](mailto:recruitment@isimangaliso.com) before the close of business on **the 20<sup>th</sup> of September 2024**. Certification should not be older than 3 months. Failure to submit the certified copies will result in your application not being considered. Qualifications and experience must be stated both in the covering letter and CV. No applications will be accepted after the closing date.

Appointment of the candidate into this position will be made at the sole discretion of the iSimangaliso Wetland Park Authority. Applicants who have not received any response within 60 days from closing date should consider their applications unsuccessful. The appointment for this position will be made in accordance with the Employment Equity Policy and Employment Equity Plan of iSimangaliso Wetland Park Authority.

For any administrative matters in relation to this advert you may call 035-5901633 during business hours between 8h00 and 16h00.