



merSETA

MANUFACTURING, ENGINEERING
AND RELATED SERVICES SETA

The merSETA is the Manufacturing, Engineering and Related Services Education and Training Authority. This SETA was established in terms of the Skills Development Act 97 of 1998 and encompasses the metal and engineering, auto manufacturing, motor retail, tyre manufacturing, plastics industries and automotive components sub-sectors

EXTERNAL ADVERT

We have an excellent opportunity for the following professional to join the Marketing unit:

Administrator: Multimedia and social media B5
Salary Level (Min. to Mid): R291 171- R344 634 pa
FIXED TERM CONTRACT ALIGNED TO THE SETA LICENCE TERM
Head Office

Purpose - The incumbent will be responsible for developing and implementing the merSETA multi-media digital strategy and maintain online marketing strategies through various forms of new media.

Duties: The duties include but are not limited to the following:

- Develop and implement merSETA social media strategies ensuring visibility of merSETA across the various platforms
- Communicate organization's role, services, events, programmes etc on social media platforms ensuring up-to-date information and optimal merSETA awareness
- Apply various social media tactics in creating brand awareness and generating inbound traffic that strengthens the SETA's social media presence and build reputation
- Support merSETA brand awareness through various creative multimedia solutions across various platforms
- Increase the merSETA social media followers by creating an online presence that is attractive with viewers and industry
- Day to day monitoring of social media across all platforms ensuring proactive response to support and protect brand integrity
- Respond, answer and address all social media related queries ensuring amiable resolution



- Efficiently and effectively communicate to our various online stakeholders through digital platforms
- Develop creative multimedia content ideas, aligned with the merSETA values and mandates for online stakeholders and internal staff
- Efficient and effective rendering of live streaming during events and animations communications for our stakeholders and internal staff
- Develop and generate monthly reports detailing performance across all platforms
- Create presentations of images and information for various media including social media, television, digital signage etc.
- Ensure adherence to merSETA policies, procedures, PFMA and various legislations
- Continuously track, monitor and measure individual performance against set standards and performance targets
- Effective utilization of best practice, up-to-date knowledge and intelligence to continuously support service delivery and improve own performance
- Professional conduct are aligned with the SETA values
- Ensure effective, professional communication and dialogue with all Stakeholders, Management, Staff and external Stakeholders
- Effectively plan, coordinate, manage and execute ad hoc projects

Qualities, experience, knowledge and skills required:

- NQF Level 6 qualification in Marketing/Communications/Journalism/Public Relations/Media Studies or related field
- 1 year experience in multimedia and social media
- Content creation and curation exposure
- Multimedia Communication skills
- Customer Service Orientation
- Passionate about online content
- Professional/technical skills
- Analysis and problem solving
- Action orientation
- Interpersonal sensitivity
- Teamwork
- Planning and organising
- Personal motivation

The MERSETA is an equal opportunity employer; however, **preference will be given to Affirmative Action Candidates and People with Disabilities in line with the EE Plan.** Please submit a detailed CV, qualifications, application form and motivational letter to: recruitment@merseta.org.za

Only short-listed candidates will be contacted. Should you not be contacted within 21 days after the closing date, please know that your application was not successful. **The MERSETA reserves the right to not make an appointment.**

CLOSING DATE: 14 September 2023