



**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**

### **INTERNAL & EXTERNAL ADVERT**

We have an excellent opportunity for the following professional to join the Marketing and Communications Unit.

#### **Senior Manager: Marketing, Communications & Sponsorships D5**

**Salary Level (Min. to Mid): R1 188 753 - R1 472 150 pa**

**FIXED-TERM CONTRACT ALIGNED TO THE SETA LICENSE**

**Head Office**

**Purpose** – To develop, implement and maintain a marketing and communications strategy and management framework that will enable best-in-class reputation and optimal positioning of merSETA in the sector and South Africa

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

- Ensure the development of a marketing, communications & sponsorship strategy and the efficient and effective implementation thereof.
- To effectively position merSETA in respect of internal and external stakeholders, ensuring effective and efficient communication at the right level across various platforms.
- Design, implement and facilitate an annual marketing, communication & sponsorships plan and ensure all projects and initiatives supports the broader short- and long-term performance plans of the SETA.
- Manage all communication, marketing and sponsorship activities of the organisation including communication with stakeholder, media, advertising, and crafting of marketing and communications strategies and ensure efficient and effective project management of all initiatives in line with merSETA business objectives and policies and procedures.
- Build and enhance the brand image and reputation in the market to continuously create awareness of merSETA as leader in closing the skills gap in the manufacturing, engineering and related services sectors.



- Develop and execute a comprehensive social media strategy, amplifying brand visibility and engagement across all digital platforms.
- Coordinating and editing the production of the Annual Report, along with internal and external magazines, ensuring they are accurately represented, engaging, and delivered in a timely manner.
- Develop and ensure the successful implement of merSETA annual sponsorship plan aligned with SETA strategic objectives.
- Develop, maintain, and implement sponsorship program guidelines to increase sponsorship recruitment, satisfaction, and support.
- Ensures all sponsorship activities are effectively managed. Responsible for sponsor prospecting, proposal customization and presentation, contract revision and servicing, sponsor follow-up and support, trade shows development and representing the merSETA at industry and sector functions.
- Build a strategic communications' narrative for all stakeholder groups (internal & external) to create alignment in respect of our strategy, business objectives and mandate.
- Ensure proactive reputation management so that it is viewed favourably across stakeholder groups (internal & external).
- Ensure all external facing roles are equipped and trained to represent the SETA.
- Successfully develop and implement internal and external media releases ensuring optimal alignment with merSETA vision, mission, strategy, and values.
- Continuously and proactively monitoring and analysis of media to manage potential reputational risks or damage of any nature and provide recommendations and advice to management in this regard.
- Build a capable team in the form of skilled people, in all areas and with sound business processes in place.
- Manage, facilitate and coordinate outsourced service providers ensuring delivery on SETA needs and requirements Nationally.
- Manage, control and ensure the cost-effective utilization and reporting on the Marketing, Communication & Sponsorships budget.
- Support the development of a high-performance culture in the business.
- Ensure adherence to merSETA policies, procedures, PFMA and relevant legislation.
- Continuously track, monitor and measure Marketing, Communications & Sponsorships performance matrices against set standards and performance targets.
- Provide formal, standard-reporting and feedback, ensuring accurate, up-to-date status on Marketing, Communications & Sponsorships.
- Ensure knowledge-sharing of information and documentation, and a management team that is informed and up-to-date with developments in the Marketing, Communications & Sponsorships environment.
- Ensure a close working relationship between the different divisions to ensure the continuous delivery on SETA's objectives.
- Effectively plan, coordinate, manage and execute *ad hoc* projects.
- Lead, manage, guide, develop, motivate and performance manage the Marketing, Communications & Sponsorships team.



### **Qualities, experience, knowledge and skills required:**

- NQF Level 7 qualification in Marketing and Communications/Public relations science /Business Management /Journalism/ Media Studies or related field
- NQF Level 8 qualification in the related field will be an added advantage
- 7 years or more Marketing or Communications or Sponsorships experience including 3 years management experience
- Experience working within a SETA / Skills environment
- Significant and up-to- date experience of all marketing and communications platforms, strategies, methodologies, and tools
- Proven track record in brand development
- Innovative
- Oral and written communication skills
- Technical Skills and Competency
- Financial Management
- Attention to detail
- Presentation Skills
- Emotional intelligence
- Team Leadership
- Customer service orientation
- Planning and organizing
- Relationship Management
- Management/ Leadership

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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, application form and motivational letter to: [recruitment@merseta.org.za](mailto:recruitment@merseta.org.za)

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: 25 October 2023**