



Wits Commercial Enterprise (Pty) Ltd

(Registration No: 2002/008461/07)
University of the Witwatersrand, Johannesburg
3rd Floor, PDH, Gate 6, 92 Empire Road, Braamfontein, 2001
PO Box 514, Wits, 2050
South Africa

Position Title	Marketing Officer
Organisation	Wits Commercial Enterprise (Pty) Ltd (“Wits Enterprise”); a wholly owned subsidiary of the University of the Witwatersrand, Johannesburg
Reporting to	CEO and all Business Unit Managers

Purpose/Description of Job

To plan, direct and co-ordinate all strategic and marketing activities across Wits Enterprise in order to drive growth, profit and marketing objectives in a constructive partnership approach within and across the four Wits Enterprise Business units.

Activities and Responsibilities

Drive and deliver strategic marketing opportunities in line with overall strategic plan
Grow and curate the Wits Enterprise brand
Deliver a cohesive digital strategy
Event management
Budget monitoring and reporting

Competencies (Knowledge, Skills and Behaviours)

High degree of communication skills with particular ability to create and maintain networks and drive team work and approach.
High degree of independent thinking to drive and implement short, medium and long term strategies within Wits Enterprise.
Ability and track record of managing events.
Knowledge of and experience with digital and social media platforms and relevant application.
High degree of computer literacy in MS Office Suite.
Understanding of reporting and ability to produce marketing reports and present at executive level.
Ability to understand financials as well as the ability to effectively cost marketing activities.
Knowledge of higher education sector and understanding of academic lingo and how to translate this into marketing material and initiatives.

Minimum requirements

Marketing and Business Degree: NQF 7
Sales and Marketing Experience: 3 years
Management of client relationships: 3 years
Project Management: 3 years

To apply please submit a covering letter clearly outlining your skills and experience, indicating the post you are applying for, together with a CV and the names and contact details of at least three (3) references to: The CEO, Wits Enterprise, P.O. Box 514, Wits, 2050 or by email to recruitment.witsenterprise@wits.ac.za

Closing date: 12 February 2018 (close of business)

Wits Enterprise pursues the principles of employment equity and reserves the right not to make an appointment.