

## **ADVERTISEMENT**

### **SBDG MARKETING, BRAND AND EVENTS PRACTITIONER**

**Salary Range R491 785.45 – R578 571.12 per annum (all inclusive)**

#### **OVERVIEW OF THE ORGANISATION**

NMISA is a Type 3A Public Entity established in accordance with the Measurement Unit and Measurement Standards Act, No. 18 of 2006 (the Act). NMISA is mandated by the Act to provide for the use of the international system of units (the SI) and other measurement units in South Africa, to maintain national measurement standards (NMS) and to determine and ensure the comparability of the NMS. More information can be obtained from [www.nmisa.org](http://www.nmisa.org).

#### **PURPOSE OF THE ROLE**

To independently implement marketing, brand and events activities in alignment with NMISA's approved strategies, plans and corporate identity requirements, strengthening the organisation's visibility, reputation and stakeholder engagement while supporting business development through effective campaigns, events, lead generation and follow-through. The role is focused on the operational planning, coordination, execution, monitoring and continuous improvement of marketing, branding and event initiatives, ensuring their successful delivery in support of organisational objectives.

#### **MINIMUM QUALIFICATIONS, SKILLS AND EXPERIENCE**

- Bachelor's Degree (NQF L7) in Marketing Management, Digital Marketing, Marketing Communications, Brand Management or a closely related marketing field. A postgraduate qualification in Marketing, Digital Marketing or Brand Management will be an advantage.
- A minimum of 6 years' relevant experience in marketing, brand management, digital marketing, campaign management and/or events management, with proven experience in independently managing marketing campaigns, promotional initiatives and events from concept to completion, including planning, coordination, execution, stakeholder engagement, reporting and evaluation. Experience in a scientific, technical, professional services or public-sector environment will be advantageous.
- Strong project management, organisational and coordination skills, with the ability to manage multiple activities and meet deadlines.
- Proficiency in MS Office Suite and working knowledge of relevant digital marketing platforms and tools. Knowledge of Google Analytics, Meta Ads, SEO and CRM/SRM systems will be an advantage.
- Knowledge and understanding of marketing and communication policies, corporate identity and brand management principles.

- Understanding of budgeting and SCM/procurement processes relevant to marketing and events.
- Valid driver's licence and ability and willingness to travel when required.

## **COMPETENCIES AND SKILLS**

- Ability to translate strategic direction into practical marketing and event implementation plans and work independently with limited day-to-day supervision.
- Ability to identify and pursue qualified business leads, assess their basic relevance, and proactively track and follow up on leads through to appropriate response, action or conclusion.
- Demonstrated ability to work independently, exercise sound judgement, manage competing priorities and deliver high-quality marketing, branding and event outcomes with minimal day-to-day supervision.
- Strong initiative, creativity and problem-solving ability, with a demonstrated ability to take ownership and move projects forward.
- Excellent written, verbal and interpersonal communication skills, with the ability to communicate effectively with diverse audiences.
- Strong stakeholder engagement, project management and organisational skills, with exceptional attention to detail.
- Ability to work collaboratively with technical specialists, managers, service providers and other stakeholders.
- Strong analytical and reporting skills, with the ability to monitor and evaluate the effectiveness of marketing and event activities.
- High level of professionalism, accountability and commitment to quality.

## **RESPONSIBILITIES**

### **1. Marketing, Brand and Digital Marketing Implementation:**

- Implement approved marketing, promotional and advertising plans in support of organisational objectives.
- Develop and execute integrated marketing campaigns across appropriate channels.
- Manage digital marketing activities, including website content, social media, email campaigns and online marketing initiatives.
- Support marketing and promotion of NMISA Training Centre courses and related activities.
- Maintain and promote adherence to NMISA's corporate identity and brand guidelines.
- Coordinate the development, production and distribution of marketing collateral, branded materials and corporate gifts.
- Work with designers, suppliers and service providers to ensure consistent brand application across all platforms and materials.
- Monitor campaign effectiveness and recommend improvements based on performance data.

## **2. Events and Stakeholder Engagement Management**

- Coordinate and implement Tier 1 (strategic, high-impact, international or cross-functional events) events under the strategic leadership of the Senior Specialist or Manager.
- Independently plan and deliver Tier 2 (internal events, recurring engagements and engagement initiatives delivered through established processes events) from concept to completion.

Note: Event classification will be determined by the Senior Manager: Market Development and Strategic Stakeholder Relations based on the event's strategic importance, complexity, stakeholder impact, risk profile and resource requirements.

- Organise exhibitions, conferences, seminars, training events, workshops, webinars, open days and stakeholder engagements.
- Manage event logistics, registrations, service providers, venues, promotional activities and stakeholder communication.
- Promote events through appropriate communication and marketing channels.
- Liaise with internal and external stakeholders to ensure successful event delivery.
- Coordinate post-event communication, feedback collection and reporting.

## **3. Business Development Support and Lead Management**

- Identify, capture and maintain marketing and event-generated business leads and opportunities for increasing NMISA's visibility.
- Conduct initial assessment and qualification of leads before referral to relevant business units.
- Maintain an up-to-date stakeholder, prospects and event attendee database.
- Support relationship-building initiatives with clients, industry stakeholders, government departments, technical infrastructure institutions and other partners.
- Monitor lead progression and conduct appropriate follow-up activities.
- Support business development initiatives through targeted marketing and engagement activities.
- Provide market intelligence and stakeholder insights to support strategic decision-making.

## **4. Governance, Financial Management, Monitoring and Reporting**

- Assist with budgeting, expenditure monitoring and cost control for marketing and event activities.
- Ensure compliance with SCM, procurement, governance and organisational policies.
- Monitor and evaluate the effectiveness of marketing campaigns, events and stakeholder engagement initiatives.
- Prepare post-campaign, post-event, monthly, quarterly and ad hoc reports.
- Maintain accurate records relating to marketing activities, promotional materials, events and expenditure.
- Track performance indicators and provide recommendations for continuous improvement.
- Contribute to quality management, audits and continuous professional development activities.

**Please note:**

**How to apply – please read carefully (non-compliant applications will not be considered):**

Email your application to [Careers@nmisa.org](mailto:Careers@nmisa.org), using this exact subject line: **“SBDG: Marketing, Brand and Events Practitioner”**. Submit only one application per person for this position.

You must attach **THREE separate PDF documents – do not combine them into one file**. Name each file using **exactly these labels – CV, ID, Qualifications – as “Surname Name – Label”**, for example:

- Your CV – e.g. “Mokoena Thandi – CV.pdf”
- A certified copy of your ID – e.g. “Mokoena Thandi – ID.pdf”
- Your qualification certificate(s) – e.g. “Mokoena Thandi – Qualifications.pdf”

Format rules (applications that do not follow these will not be considered):

- All three documents must be in **PDF format**. Word documents, photographs, JPEG/image files and links (Google Drive, OneDrive, Dropbox) will not be accepted.
- Your CV must be a proper PDF created from a document (for example, “Save as PDF” from Word) – not a scan or a photograph – and your full name, cell number and email address must appear at the top of the CV.
- Your certified ID and qualification certificate may be scanned, but must be clear, legible PDFs.

Only applications that include **all three documents, correctly named and in the correct PDF format, will be considered**.

Closing date for applications: **26 October 2026**

The NMISA subscribes to and applies the principles prescribed by the Employment Equity Act. Preference will be given to previously disadvantaged candidates who meet the requirements and who will add to the cultural and gender diversity of the organisation.

People with disabilities are encouraged to apply. Correspondence will be limited to shortlisted candidates only. The NMISA reserves the right not to appoint.

By applying for this position at the NMISA, the applicant understands, consents and agrees that the NMISA may solicit a credit and criminal report from a registered credit bureau and/or the relevant authority in relation to positions that require trust and honesty and/or entail the handling of cash or finances, and may also verify the applicant’s educational qualifications and employment history. You voluntarily give the NMISA consent to process your personal information.