

*Are you a quality driven individual?*

*Do you have a passion for perfection?*

If you answered Yes to these questions, you could be just the individual we are looking for.

## **Marketing, Brand and Events Coordinator**

**Salary Range R414 737.39 – R 487 926.34 per annum (All inclusive)**

The National Metrology Institute of South Africa 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 maintain and grow the institute's corporate identity and awareness activities, and to assist the technical staff to promote their activities through effectively planned and executed events and the production and provision of appropriate promotional and marketing material.

### **MINIMUM QUALIFICATIONS AND EXPERIENCE**

- B.A or B-Tech in Public Relations/Marketing.
- Minimum of at least 3-years' experience in marketing/brand awareness/event management, preferably in a technical environment
- Studying towards Honours or Master's degree will be an added advantage.
- Fully computer literate with MS Office.

### **ADDITIONAL SKILLS REQUIRED**

- Knowledge, promotion and adherence to marketing and communication policies (i.e. corporate identity).
- Demonstrated experience in successfully organising and delivering marketing campaigns and other events
- Ability to effectively communicate the organisation's products and services to a variety of audiences (from scholars or students to professionals in STEM fields)
- Strong organisational and project management skills, as well as attention to detail and ability to multi-task.
- Firm grasp on various marketing platforms, channels, and best practices, including social, digital, and email marketing.
- Excellent writing, communication, and presentation skills

- Must be a self-starter and able to independently move projects forward, prioritise tasks, and meet deadlines.
- Ability to generate ideas, work creatively and take initiative.
- Working knowledge of design software will be an advantage.
- Highly professional conduct and personal presentation

## **DUTIES AND RESPONSIBILITIES**

### **Planning and strategy**

- Provide input and assist in the conception, development and coordination of the execution of the marketing strategy and brand plans to deliver on the NMISA objectives and goals as guided by the strategic/business plan and direct manager.
- Give input to and co-manage the Marketing and Communication budget in relation to marketing material and branded collateral, activities, events, advertising, and communication.

### **Brand Management**

- Implement, and maintain Corporate Brand Identity guidelines to meet NMISA objectives.
- Management of graphic design for the NMISA brand ensuring consistence and adherence to corporate identity.
- Responsible for overseeing the creative design, sourcing, printing/production and payment of all branded marketing collateral and promotional material, ensuring adherence to corporate identity, managing proper distribution, and maintaining stock levels.
- Coordination of all above the line marketing (digital, billboard, radio, television, print, point of sale, customer presentations, etc) as well as below the line marketing (catalogues, sales tools, website, newsletters, reviews) with the team.
- Develop and execute marketing campaigns to grow the awareness and perception of NMISA among our key audiences

### **Events/Promotion/Marketing initiatives**

- Proper planning and organising of all NMISA events from start to finish including (but not limited to) trade shows, exhibitions, open days, workshops, seminars, product launches, internal events/staff functions.
- Identify the business case, target audience and key message for event opportunities (i.e Expos, Trade Shows etc) as well as ad hoc events initiated by project teams and ensure a detailed brief is developed for each event to understand requirements.
- Effective management of event stakeholders by liaising with service providers, speakers, and attendees, managing registrations, recruiting staff to volunteer etc.
- Responsible for providing media (newspapers, trade publications, websites etc.) with notices of upcoming events and promotions.
- Providing the Communication Practitioner with write-ups and photos after each event and/or marketing initiative undertaken.
- Maintaining a database of attendees by adding registration links after each event and channelling leads generated at events to the proper NMISA department.
- Evaluate and monitor event or marketing initiative performance on an ongoing basis and creating comprehensive reports to Manager.

## **PERSON SPECIFICATION:**

The ideal candidate will display the following competencies:

- Ethical behaviour
- Creative /Innovative thinking
- Leading and decision making
- Planning and organisation skills
- Excellent event management skills
- Problem solving skills
- Able to multi-task and prioritise a variety of activities in a fast-paced environment.

### **Please note:**

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. The NMISA is focused on recruiting the following candidates in order of preference: Coloured, African, & Indian.

**Interested and suitably qualified persons may forward all supporting documentation required (updated CV, certified educational qualifications, and certified ID.) When applying for the position email NMISA Human Resource at [careers@nmisa.org](mailto:careers@nmisa.org) Only candidates with all supporting documents will be considered for the position. Clearly indicate which position you are applying for.**

**People with disabilities are encouraged to apply**

**Please note those who previously applied should not reapply**

Closing date for applications: **13 April 2022**

Correspondence will be limited to short-listed candidates only.

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 SAPS in relation to positions that require trust and honesty and/or entails the handling of cash or finances and may also verify the applicant's educational qualifications and employment history.