



**MARKETING CAMPAIGN COORDINATOR**  
(Payclass 09)  
**MARKETING DEPARTMENT**  
**GRADUATE SCHOOL OF BUSINESS**

The UCT Graduate School of Business is looking for an organised, proactive individuals to join its Marketing team in the role of Marketing Campaign Coordinator.

We invite applications for the above position from dynamic and energetic individuals with a sound understanding of marketing principles, experience with managing marketing campaigns, and a strong stakeholder management focus. The incumbent will be responsible for the planning, management, coordination, facilitation and progress tracking of marketing campaigns.

These will include recruitment campaigns, event marketing campaigns, brand marketing campaigns and relationship marketing campaigns.

Reporting to the Marketing Manager, the incumbent will be required to:

- To plan, coordinate and implement campaigns via all relevant performance marketing channels (print, search and display, public relations, direct mail, and social media) in collaboration with service providers and the Marketing Manager.
- Identify strategic marketing partners and manage relationships to ensure effective relationship marketing campaigns can be delivered.
- To create the framework for Recruitment, Event, Brand and Relationship marketing metrics and benchmarking.
- To track campaign KPI's and assist with evaluation and delivery of insights.
- Manage campaign budgets to ensure maximum ROI for the GSB.
- Provide back-up support within the business development team as required.
- Contribute to building the GSB culture through incorporating the GSB values in everything we do.

**The successful candidate will need to have:**

- A relevant 3-year qualification (NQF Level 6) in marketing or related field;
- At least 5 years' experience operating in a similar marketing role responsible for the planning, coordination and execution of marketing campaigns across all relevant channels;
- Advanced computer literacy skills required in MS Office particularly in Excel, PowerPoint, Google applications & project management tools;
- Strong marketing, event and brand expertise and metrics;
- Excellent organisational skills, planning and multi-tasking skills; the ability to work effectively in a fast-paced environment;
- Strong project management skills with effective and demonstrable project management experience;
- Excellent attention to detail;
- Strong interpersonal skills and the ability to build and manage internal/external partnerships successfully;
- Excellent communication skills (written, presentation and verbal) and the ability to communicate effectively with faculty, staff and students, as well as with national/international external stakeholders in the public and private sectors;
- A high level of diplomacy, emotional intelligence and personal integrity.

**The following will be advantageous:**

- Experience with marketing in the higher education sector, with specific relevance to specialist business schools;
  - Proficient in web-based applications such as google docs and google analytics;
  - An understanding of HTML and website CMS;
  - Experience in managing budgets and financial administration;
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- Excellent knowledge and experience of South African marketing industry to assist in media buying, managing marketing resources and initiating new advertising opportunities.

As with all positions at the GSB, integrity is an absolute requirement and candidates will need to possess a value system that embraces the GSB values, vision and strategy.

The annual cost of employment range for this position is between R 402 275 and R 473 264, depending on experience.

**To apply**, please visit <http://www.gsb.uct.ac.za/workforum>, click on blue box “**View all jobs**”, follow the brief registration process at the bottom of the advert and submit the following documents:

- UCT Application Form (download at <http://forms.uct.ac.za/hr201.doc>)
- Cover letter motivating your application
- Curriculum Vitae (CV)

An application which does not comply with the above requirements will be regarded as incomplete. Only shortlisted candidates will be contacted and may be required to undergo an assessment.

**Telephone:** 021 650 3469

**Website:** [www.gsb.uct.ac.za](http://www.gsb.uct.ac.za)

**Reference number:** E210107

**Closing date:** 27 January 2021

*UCT is committed to the pursuit of excellence, diversity and redress in achieving its equity targets. Our Employment Equity Policy is available at [www.uct.ac.za/downloads/uct.ac.za/about/policies/eepolicy.pdf](http://www.uct.ac.za/downloads/uct.ac.za/about/policies/eepolicy.pdf)*

UCT reserves the right not to appoint.