



Marketing Specialist - Informal Economy Support Programme (IESP) in eThekweni

Project Preparation Trust of KZN (PPT) seeks an experienced, motivated and self-managing specialist who will be able to market and promote the Informal Economy Support Programme (IESP) in eThekweni. The position is for an initial contract period of 4 months and is Durban-based. A further contract will be considered subject to performance and the demand for marketing services from micro and informal enterprises (MIEs) selected by the IESP.

The IESP supports selected, high potential MIEs in order to stimulate business growth and job creation. The IESP, which is co-funded by the Jobs Fund, eThekweni and the DSBD, is now in its second, up-scaled phase (of a three-year duration) following a successful pilot phase. Please refer to PPT's website for more information and in particular to the dedicated programme page for the IESP available here: <http://www.pptrust.org.za/programmes-and-projects/ethekweni-micro-enterprise-support/>.

Responsibilities:

- Undertake marketing and promotion work for the IESP and potentially for selected MIEs.
- Provide high quality product (designs, concepts, brochures, newsletter campaigns, presentations, social media etc.).
- Work effectively with diverse external stakeholders and project teams.
- Manage or assist in managing and co-ordinating different marketing campaigns.

Requirements:

Essential:

- At least five years' relevant applied marketing experience evidenced by a portfolio and references.
- Ability to conceptualise, design and develop promotional materials including use of social media including using relevant software.
- Ability to assist in developing new opportunities, strategic relationships and securing funding.
- Ability to work with diverse stakeholders (government, NGOs, private sector, communities etc.)
- Self-motivated and self-managing.
- Excellent writing and editing skills.
- Excellent computer literacy.
- Excellent communication and people skills.
- Strong skills in planning, organising and team-work.
- A relevant tertiary qualification
- Valid S.A. driver's licence.

Strongly preferred:

- Some experience or understanding of the informal economy and micro enterprise.
- Knowledge of the developmental environment, conditions and stakeholders in KZN.
- Durban-based.
- Relevant post graduate qualification.
- Available to start immediately.
- More than five years' relevant work experience.
- Able to provide products in English and Zulu
- Own car.

Salary: Negotiable depending on skills and experience.

Position: Initially a 4-month contract position (full or part time) with the potential for a further position subject to review, preferably commencing in August 2018.

How to apply: Please email a cover letter, CV with contactable referees, and copies of educational qualifications to info@pptrust.co.za by 03rd August 2018 (but preferably sooner). Only short-listed candidates will be contacted. If you are not contacted within 2 months of the closing date, please regard your application as unsuccessful. PPT reserves the right not to appoint anyone to this position.