



MARKETING & EVENTS COORDINATOR

NATIONAL OFFICE

Printing SA is an industry body that represents the interests of the printing, packaging, branding, creative design, marketing, and communications industry. We ensure the industry is sustainable and that all stakeholders and our members prosper.

Printing SA is seeking to appoint a suitable qualified and experienced Marketing & Events Coordinator for its national office in Midrand. The primary purpose of this role is to provide the Marketing Manager, and regional offices with marketing, events coordination & administrative support.

Job content

Primary purpose of the job: Assisting the Marketing department with branding and identifying marketing trends, opportunities for growth and to provide administrative support to the department and regional offices. Coordinate and assist with arrangements for national and regional events.

Description of responsibilities

Key Performance areas (KPA's)	Functions/tasks
Marketing assistance	<ol style="list-style-type: none"> 1. Build credible, long-lasting relationships with members, suppliers, to ensure that marketing requirements are always met efficiently and on time. 2. Assist with the creation of digital, print & social media campaigns. 3. Understanding Printing SA core membership offering and services.

	<ol style="list-style-type: none"> 4. Assist with marketing campaigns, EXPO's, conferences, special events, seminars and exhibitions. 5. Communicate Printing SA benefits to existing and prospective members. Support sales and lead generation efforts. Assist marketing team with brand awareness and positioning in line with the marketing plan.
Events coordination	<ol style="list-style-type: none"> 1. Coordinate and assist the marketing team with national and regional events. 2. Conceptualize, plan and execute events. 3. Liaise to get quotes for venues, entertainment, promotional gifts, décor, collateral and menus. 4. Source and inspect venues suitability for events. 5. Arrange décor for events. 6. Assist with registration of participants at venues. 7. Source & liaise with possible partners/sponsors and ambassadors for events. 8. Oversee events on the day of and create content around the event. 9. Assist with management of budgets and reconciliation of events. 10. Conduct surveys on guests' experiences after events.
Marketing administration	<ol style="list-style-type: none"> 1. Providing administrative support to the marketing team. 2. Preparing, formatting and editing a range of documents. 3. General office duties. 4. Creating and interpreting a variety of reports and assist with market research. 5. Analysing questionnaires and other forms of feedback. 6. Maintain promotional materials inventory. 7. Set appointments with suppliers, partners/sponsors and other strategic opportunities.

Key Performance Areas (KPA's)	Estimated time allocation
KPA 1: Marketing assistance	30 %
KPA 2: Events coordination	25 %
KPA 3: Marketing administration	35 %
Total	100%
Special requirements	
E-mail response within 24 hours.	

Job specification	
Educational requirements	
Minimum formal qualifications	B. degree in Marketing
Training	MS Office
Experience	A minimum of 2-4 years working experience in a marketing and or events planning position.
Legally required competence certificates	Code B drivers' licence

Core competencies recommended		
Knowledge	Skill	Attitude
	Strong written and verbal communication skills	Team player and ability to function independently
	Intermediate computer literacy skills (Word, Excel, Power point, Outlook)	Innovative
	Excellent organising skills	Self-starter
	Attention to detail	Ability to work under pressure
	Planning skills	Creative
	Excellent interpersonal skills	Goal oriented
	Excellent negotiating skills	Confident

Commencement of duty : **1 March 2022**

Salary : **R 108 000 p.a**

Closing Date : **23 February 2022**

Enquiries : Applications and/ or enquiries can be forwarded by email to
Mr A Katerere at akaterere@printingsa.org

Interested candidates should send a detailed cover letter indicating their suitability for the position, a detailed comprehensive curriculum, vitae, and copies of the following documents:

- Identity document
- Proof of SAQA verification of foreign qualification, where relevant

The contact details of three contactable references must be provided, one which must be from your present employer. Should you not currently be employed a contactable reference from your previous employer must be provided. Short-listed candidates may be required to prepare a presentation as part of the interview.

Printing SA is not obliged to fill an advertised position. Late, incomplete, and incorrect applications will not be considered.

1. The requirements listed above are representative of the knowledge, skill and/or ability required and are not intended to be an exhaustive list of all duties and responsibilities associated with this position.
2. You will be required to perform all reasonable duties assigned to you or related or incidental to the proper completion of your job tasks.
3. During a colleague's leave of absence or during month end or peak business periods, you may be required to perform other job tasks upon reasonable request from your manager.
4. I the job incumbent accept and understand the above job description. I also understand that my position is not just limited to the above-mentioned job description, but also include any lawful and reasonable instruction given to me by management.