

Part-Time
Marketing and Projects Coordinator
Tshwane School for Business and Society
Ref: 25/189B
Six (6) Months Part Time Contract

Re-Advertisement: The Tshwane School for Business and Society (TSB) is searching for an innovative Marketing and Projects Coordinator to assist with the Marketing of the TSB and the coordination of Executive Education and other projects in the school. The person reports to the Marketing Manager and can enlist student assistants to help with tasks. The position is at TSB, Ditsela Place, 1204 Park Street, Hatfield.

Six months, and renewable based on performance for another 6 months. It requires a flexible 19 hours per week commitment, including in-office engagement.

Critical Performance Areas

Marketing & Communication

- Organising events – Information sessions, TSB awards ceremonies, executive education events, and supporting academics with their suggested webinars.
- Plan, coordinate, and attend events, meetings, or other activities as requested by the school alumni committee.
- The coordination of TSB international Trips.
- Managing social media pages, including content design, creation, copywriting, posting, tracking performance and engaging with followers.
- Website management and updates (events, vacancies, news articles, etc.)
- Internal & External communications – Email marketing campaigns, writing and distributing a newsletter, website content creation and management, media communication, public relations, brand positioning, and articles.
- Brand management – Developing marketing materials such as brochures and ensuring consistency across all touch-points.
- Develop, coordinate and evaluate programmes and projects to promote alumni relations (networking events, webinars, etc).
- Strengthen the alumni chapter with the business school through establishing and maintaining connections through academic programmes/ events (promoting the alumni community to current students).
- Internal and external communication – Responsible for engaging with external stakeholders (alumni, potential students, social media) and internally registered students. Will be acting as communications administrator.
- Coordinate the Executive Development Programmes offered by the School.

Women and People with disabilities are encouraged to apply.



Administrative & Financial

- Serve as the secretary for the TSB Advisory board.
- Execute project management administrative tasks such as managing invoices and purchase orders, among other financial documents.
- Assist marketing manager with the implementation of marketing and branding strategy.
- Developing and reporting the marketing budget and project expenditures/transactions.

Minimum Requirements

Three-year Diploma/Degree in Marketing Management, Communication Studies, Journalism, Media studies, Public Relations or related field.

Experience

2 years of work experience in marketing and/or project coordination and copywriting.

Essential Knowledge and Skills

Marketing:

- Strong understanding of marketing principles and strategies.
- Proficiency in digital marketing, including social media platforms and email campaigns.

Content creation and copywriting:

- Data analysis skills to measure marketing campaign performance.
- Experience with marketing tools and software such as Google Analytics and CRM systems.
- Proficiency with design tools such as Adobe Suite and Canva.
- Basic knowledge of website management and CMS platforms

Project administration and coordination

- Project Coordination skills.
- Excellent organisational and time management abilities.
- Strong multitasking skills to handle multiple projects simultaneously.
- Proficiency in project management tools.
- Ability to develop and adhere to project timelines and deliverables.

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Communication and Interpersonal Skills:

- Excellent written and verbal communication skills in English.
- Strong interpersonal skills for collaboration with team members, stakeholders and clients.

Technical Proficiency:

- Familiarity with design tools such as Adobe Suite and Canva.
- Basic knowledge of website management and CMS platforms.
- Ability to work with spreadsheets, presentations and other office tools.

Additional Attributes:

- Detail-oriented with a focus on quality and accuracy.
- Flexibility and adaptability to dynamic work environments.
- Self-motivated and proactive in driving project success.

Application Process

Applicants are required to submit only the following documents to Motediem@tut.ac.za

1. Application form for employment.
2. Curriculum Vitae (CV).
3. A recently certified copy of your highest qualification.
4. A recently certified copy of your Identity document.

Failure to comply with these requirements will result in disqualification:

Enquiries: Ms Evodia Motedi Tel: 012 382 3004

Closing Date: 16 May 2025

Please note that your application should be considered unsuccessful if you do not receive a response within one month of the closing date. Correspondence will only be conducted with shortlisted candidates.

The School reserves the right not to make an appointment. Additionally, candidates may undergo psychometric testing or other simulation assessments as deemed necessary.



