



UNIVERSITY OF
KWAZULU-NATALTM
INYUVESI
YAKWAZULU-NATALI

**EXTENDED
LEARNING**

JOB PROFILE

ADMINISTRATIVE DETAILS

JOB TITLE: **Marketing Assistant**

CAMPUS: **Howard College - Durban**

START DATE: **1st March 2020 – 1 Year fixed term contract (renewable)**

REPORTING STRUCTURE: **Marketing Manager**

INTERACTION – NATURE AND FREQUENCY OF INTERNAL AND EXTERNAL INTERACTION ON AVERAGE HOURS PER WEEK.

OUTSIDE UEL : **10 HOURS**
WITHIN UEL : **30 HOURS**

INTRODUCTION

UKZN Extended Learning is committed to enrichment through lifelong learning, by providing high quality credit and non-credit bearing short courses and academic programmes in collaboration with schools and colleges of the University of KwaZulu-Natal.

We are looking for a creative, passionate and innovative individual with the relevant qualifications and work experience, to join our Marketing team as a Marketing Assistant.

PURPOSE OF THE JOB

- To provide support to the Marketing Manager and Marketing and Communications Officer
- To co-ordinate and execute all events in line with the Marketing Calendar
- To provide Social Media Support
- To blog and write articles for the newsletter and the website
- Drive all Marketing Campaigns
- Follow through on CRM activities and ensure updates daily

DUTIES AND RESPONSIBILITIES RELATED TO KPAs

<ul style="list-style-type: none"> • Maintain daily marketing event calendar • Research competitor behaviour through annual reports, customer research, competitor websites • Create a database of competitor information • Update Google Analytics monthly report • Manage Brand Ambassador activities online and offline, including promoters and UEL staff at events • Support with social media queries • Support with UEL enquiries that relate to courses • Newsgathering – current and forthcoming attractions/events/courses/achievements for website newsletters, advertorials (feed info to Marketing and Communications Officer) • Assist in liaising with departments/academics/individuals for submission of newsworthy write-ups for website, newsletters, advertorials • Diary management and secretarial function for Marketing Manager • Take photographs, video clips and interview course delegates for newsworthy write-ups • Stock control of all flyers, banners and other marketing promotional material • Ensure all documentation, materials, equipment etc. are kept in a safe and secure environment • Ensure controls for promotional items/ equipment used by other departments for promotional purposes are returned in good order • Develop and maintain a marketing contacts and supplier data base which is linked to the internal supply chain management processes • Set up and coordinate meetings • Event and project management for marketing campaigns with CEO's PA • Any other reasonably expected duty as indicated by the requirements of the company 		
MINIMUM QUALIFICATION AND EXPERIENCE REQUIRED FOR THE POST		
EDUCATIONAL REQUIREMENTS		<ul style="list-style-type: none"> • Degree in Marketing or related equivalent qualification
EXPERIENCE	IN YEARS	<ul style="list-style-type: none"> • Minimum 2 – 3 years' experience in Marketing or a related discipline
	KNOWLEDGE	<ul style="list-style-type: none"> • Understanding of the Higher Education Industry
ADDITIONAL INFORMATION		
PERSONAL ATTRIBUTES REQUIRED FOR THE POST		<ul style="list-style-type: none"> • High level of computer literacy, including MS Office, email and internet with advanced Excel and PowerPoint ability • High level of attention to detail • Outstanding organisational ability • Excellent interpersonal skills and the ability to communicate effectively in written, graphical and verbal communication • Ability to use initiative and to work without continuous supervision • Problem solving abilities • Situational sensitivity
SPECIAL REQUIREMENTS		<ul style="list-style-type: none"> • Understanding of the Higher Education Industry • A working knowledge of Social Media sites: FB, LinkedIn, Instagram etc. • Ability to drive an online presence through social media undertaking administrative and editing functions • Valid driver's license • Must be available to work after hours • May be required to travel from time to time