

Postal Address  
P.O. Box 1329, Rivonia  
2128, South Africa

Physical Address  
270 George Road,  
Noordwyk, Midrand, 1687

Contact  
Call Centre: 0860 100 221  
Telephone: 011 217 0600  
Fax: 011 783 7745



## External Vacancy

The Culture, Arts, Tourism, Hospitality and Sport Sector Education and Training Authority (CATHSSETA) is one of the 21 Sector Education and Training Authority (SETAs) established under the Skills Development Act No 97 of 1998 as amended and report to the Minister of Higher Education, Science and Innovation. Its headquarters are based in Noordwyk in Midrand. Applications are hereby invited from suitably qualified persons whose appointment will promote representivity to fill the vacancy below:

**POSITION: Specialist: Communications and Branding**

**REFERENCE NUMBER: CATHS29/2022**

**DURATION: Fixed Term Contract until 31 March 2030**

**JOB GRADE: C5**

**TCTC: R 573 719, 60 per annum (All-inclusive package and not negotiable)**

**LOCATION: Head Office in Midrand**

**REPORTS TO: Executive Manager: Corporate Services**

### JOB SUMMARY

To plan, coordinate and implement an effective corporate media plan and public relations function in promoting the CATHSSETA brand to internal and external stakeholders.

### Key Performance Areas and Responsibilities

- Develop and implement the communication Strategy and Plan.
- Information dissemination and communication to ensure that communications and marketing related information flows between CATHSSETA and its relevant stakeholder structures.
- Driving the thorough reworking and updating of (all-inclusive) CATHSSETA website content through extensive liaison with co-workers in expansive areas of expertise to ensure that relevant and up-to-date information is always available to CATHSSETA stakeholders.

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**Board chairperson:** Mr David Themba Ndhlovu

**Board members:** Ms Edith Margareth Tukagomo • Mr Moses Motha • Mr Itumeleng Kennilworth Dichabe • Mr Nkanyezi Joseph Ntuli  
Mr Solomon Zawempi Mhlanga • Mr Thulaganyo Gaoshubelwe • Ms Shanita Sumayya Khan • Mr Khumbudzo Vincent Maumela • Ms Matshediso  
Lesiroha Lesutu • Ms Ntombifuthi Maureen Nzuza • Ms Rachel Phiri • Mr Lesiba Richard Aphone • Mr Manene Tabane

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- Collation, acquisition and presentation of communication and marketing-related material for purposes of external communication.
- Liaison with suppliers and service providers for the successful delivery of all marketing material. Perform any duties and all reasonable tasks assigned by the CEO.
- Regular placement of new and current information on the intranet.
- Requests for and follow-up on input from divisions, regions and, where applicable, stakeholders for relevant information that will benefit and keep all staff informed.
- Promoting the intranet as a fundamental and effective communication tool.
- Liaison with suppliers and service providers for the successful delivery of electronic marketing material.
- Budget and resource planning for the Communications and Branding unit.
- Liaison with host and third parties to ensure resources meet with identified needs.
- Coordination of logistical arrangements for CATHSSETA events, exhibitions and other functions including venue hire, conference facilities, catering, signage, displays, audio-visual equipment, accommodation, transport, work and programme schedules, invitation and registration of participants, etc.
- Networking and building relationships with relevant stakeholders, the press and other interest groups so that the CATHSSETA is appropriately included in relevant activities and initiatives.
- Manage all the resources allocated to the Unit.

#### Qualifications, Skills, Experience and Attributes

- Matric plus a degree in Marketing, Communication or Public Relations or equivalent and relevant qualification rated at NQF Level 7.
- 4-5 years experience as Communication and/or branding Specialist or Practitioner, preferably in a public institution.
- 2 - 3 years in a junior management position within the Communication environment.
- Drivers' licence is required.
- 2 -3 years' experience in a SETA environment is advantageous

#### Knowledge and Skills

- Good knowledge of communications, marketing and public methodologies essential;

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- Knowledge of pieces of legislation governing the Sector Education and Training authorities (SETAs), especially the Skills Development Act of 1998 as amended and the Skills Development Levies Act of 1999;
- Knowledge regarding the photography, establishment and maintenance of the website;
- Excellent computer literacy;
- Advanced MS Word, MS Excel, MS PowerPoint and MS Publisher skills;
- Up to date regarding the latest website information and programming;
- Good writing and general communication skills;
- Public speaking; and
- Government communication protocols.

#### **Competencies and Attributes**

- Conceptual and analytical thinking;
- Innovation and initiative;
- Project management;
- Quality concern and attention to detail;
- Customer focus and loyalty;
- Organisational commitment;
- Integrity and ethical behaviour;
- Planning and organising;
- Impact communication; and
- Financial management.

**Applications are to reach CATHSSETA by 16h00 on Friday, 20 January 2023. Any applications received thereafter will be not considered.**

CATHSSETA is an equal-opportunity employer committed to principles of Employment Equity. It is the responsibility of the applicants to familiarise themselves with the specific details of the positions they are applying for.

Applications must be accompanied by a **signed application form indicating the position you are applying for, and a detailed CV (in a word format)**. Applicants are to submit their applications **ELECTRONICALLY ONLY** via e-mail to [CSrecruit@cathsseta.org.za](mailto:CSrecruit@cathsseta.org.za)

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Correspondence will be limited to successful candidates only. Persons with disabilities are strongly encouraged to apply.

Short-listed candidates will be subjected to screening and security vetting to determine their suitability for employment, including but not limited to: Criminal records; Citizenship status; Creditworthiness; Previous employment (reference checks); and Qualification verification. It is the applicant's responsibility to have foreign qualifications evaluated by the South African Qualification Authority (SAQA).

CATHSSETA reserves the right to subject shortlisted applicants to psychometric evaluation in accordance with its policies. All shortlisted candidates will be expected to avail themselves for an interview at CATHSSETA's convenience. CATHSSETA reserves the right not to make an appointment.

Any queries may be directed telephonically to Ms N Xhalabile on 066 495 1014. If you have not heard from us within 30 days after the closing date of the advertisement, please consider your application unsuccessful.

Approved  
  
05/12/2022