

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: Communication and Branding

**REFERENCE NUMBER:** CATHS02/2023

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

**JOB GRADE:** Patterson Grade D3

**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

- Provide input into the development of the organisation's strategic and annual performance plans for the organisation;
- Ensure adherence to various pieces of legislation and macro policies;
- Ensure alignment of the Unit's activities with strategic and operational plans;
- 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.
- 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.

External Advert: Specialist: Communications and Branding

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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 Nzuzo • Ms Rachel Phiri • Mr Lesiba Richard Aphane • Mr Manene Tabane

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- 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.
- Liaison with host and third parties to ensure resources meet 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, 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.
- Effective and efficient management of the human, financial and physical resources allocated to the Unit
- Identify risks and implement mitigating actions; and
- Respond to audit reports, prepare and implement plans with clear corrective actions.

#### **Qualifications, Skills, Experience and Attributes**

- Matric plus a bachelor's degree in Marketing, Communication or Journalism or Public Relations or other equivalent and related qualification rated at NQF Level 7 by the South African Qualifications Authority.
- Five (5) years experience within a communication and/or branding environment of which three (3) years were spent in a junior or middle management role managing a Unit and people, preferably in a public institution.
- At least three (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

#### **Skills Required**

- People management and development
- Budgeting;
- Interpersonal;
- Communication;
- Report writing;
- Conceptual and analytical thinking;
- Innovation and initiative;
- Conflict handling;
- Negotiation;
- Project management; and

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- Planning and organising.

#### **Knowledge Required**

- Legislative environment governing the CATHSSETA;
- Systems and processes that apply to the public sector environment;
- Financial management.
- Corporate governance;
- Transformational leadership; Development of ICT strategies and business solutions;
- Implementation of complex infrastructure and applicable projects; and
- Strategy development and implementation.

#### **Personal Attributes**

- Relationship building and partnership;
- Customer focus and loyalty;
- Quality concern and attention to detail;
- Ability to work under pressure and meet deadlines;
- Honesty and integrity;
- Reliable; and
- Respect.

**Applications are to reach CATHSSETA by 16h00 on Tuesday, 25 July 2023. Any applications received thereafter will be not considered.**

CATHSSETA is an equal opportunity employer committed to the principles of Employment Equity. The applicants are responsible for familiarising 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)

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

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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. The applicant must 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 of 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 011 217 0600. If you have not heard from us within 30 days after the closing date of the advertisement, please consider your application unsuccessful.

*Approved*  
*[Signature]* 08/07/2023