



**ADVERT
PERMANENT POSITION**

This vacancy is open to external applicants and employees of the City of Johannesburg

The Joburg City Theatres (JCT) is an entity of the City of Johannesburg that operates Joburg Theatre (Braamfontein), Roodepoort Theatre and Soweto Theatre.

Department : Governance

Branch: Joburg City Theatres (Braamfontein)

Designation: General Manager: Marketing and Communications (Ref No: GMMC/05/23)

Salary Range: R54,544.98 – R74,197.69 (basic salary excluding benefits)

Key responsibilities will include, but not be limited:

Key responsibilities: • Provide strategic leadership of marketing, communications, sales, audience development and strategic partnerships to achieve agreed annual targets for principal income streams • Develop and lead the implementation of the company's marketing and communications strategy including developing a risk mitigation plan • Develop and implement JCT's PR and media strategy, building its reputation and ensuring effective media coverage • Explore and activate opportunities around media sponsorship and media partnerships • Lead on creative and compelling marketing campaigns, ensuring the effectiveness, style and content of collateral and communications reflect the theatres' brand • Develop and maintain a positive theatre brand reputation both in-house and externally • Take responsibility for driving effective marketing contras, developing and delivering an approach to closed user groups and identify and work with third parties who can help JCT access increased group sales • Develop and implement effective communication strategies that build customer loyalty programs, brand awareness, and customer satisfaction • Overseeing all internal and external communications, ensuring its message is consistent and engaging • Monitor, evaluate and report on the effectiveness of all campaigns • Develop productive and strategic partnerships with existing and future partners.

Appointment Requirements:

Education and experience required: • Grade 12 plus Degree / NQF Level 7 in Marketing / Communications Management or relevant qualification in arts management • 7 years of practical work experience in marketing and communications in a similar environment with 5 years in management / strategic level • Extensive knowledge of contemporary theatre trends globally • Substantial and provable experience of managing marketing activities in the arts or comparable sector attracting diverse audiences using a varied and engaging marketing mix • Digital marketing skills, with experience and knowledge of advances in technology and digital media • Demonstrated ability to write persuasive applications, proposals and presentations that have successful results • Ability to develop effective and persuasive communications, with strong creative flair and attention to detail • Ability to work under pressure in a rapidly changing environment • Experience in supervising multiple, diverse service functions simultaneously with a strong supervisory and team leadership skills.

Interested persons are requested to send their cover letter (brief description of your experience relating to the vacancy), detailed CV, certified copies of qualifications and Identity document, quoting the **relevant reference number** to Samuel via email to: samueln@pinpointone.co.za

Enquiries: Lucia Mabasa at 011 325 5101

PUBLICATION DATE: 14 MAY 2023

CLOSING DATE: 31 MAY 2023

All suitably qualified candidates are encouraged to apply and will be considered. Joburg City Theatres (JCT) applies the principles of employment equity as per the National Legislation and policy guidelines and will consider designated groups in line with these requirements. This is an employment targeted position and preference will be given to designated groups including people with disabilities.

PLEASE NOTE: By submitting your application for a position at JCT, you are consenting that the personal information submitted as part of your application may be used for the purposes of Recruitment and Selection and related process. JCT reserves the right not to make an appointment. Applications must contain at least 2 referees. Late submissions and/or applications will not be considered. If you have not heard from us within 6 weeks of the closing date, please consider your application unsuccessful.

Only those applicants required for an interview will be contacted.