



PERMANENT POSITION

GENERAL MANAGER:MARKETING AND COMMUNICATIONS

The Joburg City Theatres (JCT) is an entity of the City of Johannesburg that stimulates and operates Joburg Theatre, Roodepoort Theatre and Soweto Theatre in order to provide integrated management of theatre is seeking a General Manager: Marketing & Communications to join the JCT team.

Vacancy Reference	:	Ref No: GMMC/JT/03/2026
Designation	:	General Manager: Marketing and Communications
Department	:	Governance
Location	:	Joburg Theatre, Braamfontein
Reporting	:	Chief Operating Officer
Salary Range	:	R64,033.65 – R87,105.15 (Basic Salary Excluding Benefits)

OBJECTIVE OF THE POSITION

To provide strategic leadership of marketing, communications, brand, audience development, and stakeholder engagement across Joburg City Theatres. Drives organisation-wide strategy to strengthen reputation, grow audiences and revenue, and position JCT as a leading cultural institution. Ensures alignment among artistic, commercial, community, and shareholder priorities while engaging key stakeholders.

MINIMUM REQUIREMENTS

- Grade 12 (NQF level 4).
- Degree / NQF Level 7 in Marketing / Communications Management or relevant qualification in arts management or related fields preferred.
- 10 years of practical work experience in marketing and communications in a similar environment (entertainment, events or arts & culture sector) with 5 years in senior management / strategic level. (similar environment.
- Proven track record in ensuring sustained growth in ticket sales and overall audience numbers.
- Demonstrated skills in building and managing good relationships for an organisation and the ability to inspire others to support a cause.
- 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.
- Exposure to: campaign management; content creation; brand management; and stakeholder communication.
- 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.



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- Experience in supervising multiple, diverse service functions simultaneously with strong supervisory and team leadership skills.
- Experience in the principles and practices of municipal budget preparation and administration.

PRIMARY FUNCTION

- Develop and implement effective marketing and communication strategies that build customer loyalty programs, brand awareness and customer satisfaction
- Oversee all internal and external marketing and communications to ensure its message is consistent and engaging.
- Oversee and source regular Content and ensure it is distributed across all digital Channels.

KEY RESPONSIBILITIES:

Provide strategic leadership of marketing, communications, sales, audience development and strategic partnerships to achieve agreed annual targets for principal income streams.

- Provide strategic direction in marketing, communications, brand, and audience development.
- Advise the CEO and Board on brand positioning, audience growth, and stakeholder engagement.
- Align marketing and communications strategies with corporate priorities and municipal objectives.
- Act as custodian of corporate and theatre brands, ensuring consistent application across all platforms.
- Lead proactive reputation-building and crisis communication initiatives.
- Oversee market research, brand audits, and provide insights to inform strategy.
- Develop and implement marketing campaigns and audience growth strategies.
- Drive ticket sales, group sales, loyalty, and membership programs.
- Expand audience reach, including youth, township communities, schools, and new segments.
- Oversee internal and external communications across all channels.
- Lead digital strategy, content, social media, and CRM initiatives to enhance engagement and conversion.
- Monitor, evaluate, and report on communication and digital campaign effectiveness.
- Build and maintain relationships with media, sponsors, government, and strategic partners.
- Serve as spokesperson where required and manage PR initiatives to enhance institutional profile.
- Manage departmental budgets, procurement, and financial compliance in line with policies and regulations.



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- Ensure effective risk management and governance within the department.
- Lead, develop, and manage the marketing and communications team.
- Ensure performance management, training, and succession planning are effectively implemented.

Interested persons are requested to send their cover letter, detailed CV, recently certified copies of their qualifications and the Identity documents not longer than three months, quoting the relevant reference number to **Penny Madi** at the email address mentioned below:

Email: pennym@pinpointone.co.za

ENQUIRIES:

Contact Person : **Clive Viveiros**
Tel.no : **011 325 5101**
Publication date : **23 March 2026**

CLOSING DATE : **10 APRIL 2026**

NOTE:

- JCT offers a market-related salary based on qualifications and experience.
- JCT is an equal opportunity employer. Preference will be given to candidates who will promote representativity in line with JCT's Employment Equity targets.
- By submitting your application for a position at Joburg City Theatres, you are consenting that the personal information submitted as part of your application may be used for the purposes of the recruitment and selection and related process. In terms of the Recruitment and Selection Policy of Joburg City Theatres, you hereby consent to the following risk checks should your application be shortlisted:
 - Qualification verification
 - Criminal background check
 - Employment history verification
 - Identity Validation
- Foreign qualifications must be evaluated by SAQA, and the evaluation results must be attached to the application.
- If you do not hear from us within 30 days of the closing date, please consider your application unsuccessful. JCT reserves the right not to make an appointment or to re-advertise the position.