

MARKETING AND COMMUNICATIONS MANAGER
SALARY: MARKET RELATED

KZN Growth Fund (KGFT) is a private equity and private debt Fund based in Durban reporting to the KwaZulu Natal Department of KZN Economic Development, Tourism and Environmental Affairs (EDTEA). The Fund seeks to appoint an experienced and suitably qualified Marketing and Communications Manager.

Key performance areas:

- You will be responsible for supporting KGFT in achieving its business strategy through managing and promoting the brand and marketing presence through compelling digital content, campaigns, thought leadership, and the delivery of impactful messaging, with the following deliverables:
- Define and develop the marketing and communication strategy, plan, and activities in alignment with the company's business objectives and growth ambition.
- Interpret business needs, internal departmental heads, and advise on and propose the most effective communication tactics to meet specific objectives.
- Lead marketing projects and coordinate (internal and external) resources to deliver high quality, innovative marketing solutions on-time and within budget.
- Develop marketing materials such as brochures, newsletters, advertisements, videos, presentations and digital content targeted to clients and prospects.
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The following minimum requirements must be met in order to be considered for this position:

- 8 to 10 years of experience in marketing and communication roles, with 3 to 5 years of experience in a management role
- Post-graduate (Honours) Degree in Marketing, Communications and/or Media Studies
- Excellent writing skills and project management
- Detail oriented with the ability to connect the dots
- Ability to work independently, with senior stakeholders internally and externally
- Leadership abilities, more notably the ability to motivate and inspire excellence and to lead with empathy.
- Passion for bringing the discipline of simplicity and continuous improvement to all aspects of work.

Correspondence will be limited to short-listed candidates. Late applications will not be considered. Email users are requested to set the delivery option on both "return receipt" and "confirm delivery". If you have not been contacted within 30 days of the closing date of the advertisement, please accept that your application has been unsuccessful.

Interested applicants should forward a motivation letter of how each of the entry requirements are met, a detailed CV, certified copies of qualifications and ID document to:

recruitment1@kzngf.co.za

CLOSING DATE: 01 September 2023