Marketing And Events Manager – Supplier Park Development Company (SOC) Ltd trading as AIDC, Rosslyn/Satellite Sites, Gauteng

The Supplier Park Development Company (SOC) Ltd trading as AIDC is a Government owned, public entity company established to provide support to the SA Automotive Industry in its drive for global competitiveness. It is a dynamic company that offers exciting career opportunities. The AIDC's success hinges on its human capital, and in the pursuit to realise its strategic objectives, the AIDC aims to recruit a **Marketing and Events Manager** in the **Marketing Department** on a **Permanent Employment Contract** with three months' probation. The successful candidate will report directly to the **Senior Manager: Business Development.**

LOCATION: **Automotive Supplier Park AIDC Offices, Rosslyn and Satellite Sites**

DIVISION: **Marketing**

REMUNERATION: **TCOE R 931 167.76 per annum**

JOB GRADE : **D3**

PURPOSE OF THE ROLE

Responsible for implementing and executing an integrated Marketing, Corporate Branding, Events and Communication Processes, both internally and externally.

KEY RESPONSIBILITIES

1. **Events Management**
    - Lead the planning and arrangements for events
    - Prepares events budgets and manages accordingly
    - Represent the company at internal and external events as required
    - Manages the execution of all internal and external company (and partnership) events
    - Reporting on events

2. **Brand Management**
    - Brand management and awareness

- Drive the internal process regarding the design and production of marketing materials,
- Manage the production of newsletters, and write articles/blurbs for the internal and external newsletters
- Reputation management
- CI Manual custodian

3. Corporate Marketing and Communication

- Render communication support and advisory services to the CEO, management team and other senior staff in developing media strategy, drafting press releases, responding to media enquiries and building dialogue with journalists,
- Analyse media monitoring information and make recommendations to improve media coverage,
- Advise departments on the identification and exploitation of positive news opportunities
- Work with managers to promote effective internal communications and staff engagement,
- Develops, plans, executes and tracks marketing programmes designed to create awareness and generate a demand for AIDC services

4. Department oversight:

- Remain aware of activities in the Marketing department
- Compile and update deadline management documents, track progress and keep manager updated on progress and requirements
- Collect, record and report on performance monitoring information related to the department
- Manage the department budget and finances

5. People Management

- Manage employees as appropriate within the department to optimise business performance and the service to customers.
- Ensure staff have the required skills and experience to execute their tasks.
- Conduct Performance Planning Sessions.
- Compile the Performance Management (KRA) documentation in collaboration with the staff member in terms of:
    - Job Profile requirements
    - Strategic Performance Objectives
    - Key Performance Areas
    - Personal Development Plan

- Track and monitor performance in accordance with policies and procedures and performance planning documentation.
- Continuously provide feedback and coaching to ensure that the staff member/s performs at optimum productivity level.
- Conduct performance reviews in accordance with policies and procedures and take corrective actions where necessary.
- Appraise performance at the end of each performance period in accordance with policies and procedures.
- Provide feedback to the relevant role players.
- Maconomy approvals – staff and expenses
- ESS – leave approvals

MINIMUM QUALIFICATION AND COMPETENCY REQUIREMENTS:

- A Matric Certificate /Grade 12 and National Diploma or Bachelor degree in Marketing and, or Communication.
- Events Management Certificate
- Project Management certification advantageous
- Registration with Institute of Marketers an advantage
- 5 years relevant experience of which 3 years should be at a management level.
- Experience in operating within all spheres of government and the automotive industry and related sector specific agencies
- Proven ability to interact at a strategic level;
- Proven competence in crisis communication and reputation management;
- Advanced communication skills; both written and verbal;
- Skills in strategic planning, including monitoring and evaluation;
- Event Management
- Stakeholder Management
- Brand Management
- Media exposure
- Production of marketing material
- Protocol

AIDC is an equal opportunity employer. Appointment will be made in line with the organisation's Employment Equity policy. Only shortlisted candidates will be contacted.

Applications must be accompanied by a curriculum vitae, certified copies of qualifications and certified copies of identity documentation.

- Preference will be given to people with different abilities, women and previously disadvantaged individuals to promote Employment Equity within the group.
- Only shortlisted candidates will be contacted. If you have not heard from us within three months after the closing date, please regard your application as having been unsuccessful.

Applications should be addressed to **https://bit.ly/GGDAGroupRecruitment**

Enquiries should be addressed to **hrrecruitment@aidc.co.za**

The closing date for applications is **06 November 2026.**

"The Protection of Personal Information Act (POPIA) came into effect on 1 July 2021. The GGDA respects your privacy and is committed to keeping your personal information secure and confidential. The Group will ensure that in Processing an Applicant's or Employee's Personal Information, it will adhere to its obligations in terms of POPIA. By virtue of you applying for this position, you give The Group the consent to keep and or process your information as per POPIA