CALL FOR APPLICATIONS:
SENIOR MANAGER: MARKETING AND EVENTS
FOR GAUTENG GROWTH AND DEVELOPMENT AGENCY (GGDA)
FIVE (5) YEARS FIXED TERM CONTRACT WITH THREE MONTHS' PROBATION, PATERSON GRADE GGDA D5, SALARY R 1 140 364.00 TOTAL COST OF EMPLOYMENT PER ANNUM

The Gauteng Growth and Development Agency (GGDA) is the implementation arm of the Department of Economic Development. The GGDA has the mandate to lead, facilitate and manage sustainable job creation and inclusive economic growth and development in the Gauteng City Region through:

- Enabling economic development is focused on creating sustainable jobs by facilitating delivery of key national and provincial programmes of action.
- Strategically positioning the province into a globally competitive city region.
- Facilitating partnerships and creating linkages across the province to maximize service delivery outcomes.
- Supporting the development of Key Sectors of the economy in line with the economic development and industrial strategies of the province by carrying out:

    - Business enablement
    - Establishment of capital projects
    - Land development
    - Trade and investment promotion

The primary purpose for this position is to be responsible for planning, executing, and overseeing all aspects of events and marketing initiatives to enhance
GGDA's brand visibility, and promote economic development activities, foster stakeholder engagement, investments attraction, and enhance the region's economic development.

The successful incumbent will be reporting to: Group Executive Marketing and Communications

The incumbent will be expected to execute the following tasks:

Strategic Planning & Brand Positioning

- Develop and implement an integrated marketing and events strategy aligned with the GGDA's economic development objectives.
- Serve as the head digital marketing strategist, mapping out multi-platform frameworks to optimize brand presence, drive inbound investment leads, and track ROI.
- Drive initiatives to elevate the organization's brand equity, market positioning, and corporate identity across all public and private sector touchpoints.

- Lead the development, segmentation, and management of the agency's executive stakeholder database.

Advanced Event Management and Execution

- Apply advanced event management methodologies to design and deliver high-stakes international investment conferences, trade expos, and high-profile stakeholder summits.
- Supervise complex event logistics, including premium venue procurement, catering, cutting-edge audiovisual setups, and VIP transportation protocols.
- Oversee on-site event execution directly, ensuring seamless operations, strict adherence to timelines, and rapid problem-solving.
- Conduct rigorous post-event evaluations to assess financial performance, stakeholder satisfaction, and success against core strategic objectives.

Event Compliance

- Manage **advanced event management** contract workflows, including drafting specifications, negotiating terms, and strictly monitoring service providers (agencies, venues, technical crews) to protect the GGDA.
- Ensure total compliance with public sector regulations obtain all necessary municipal, safety, JOC and event-specific permits.

Marketing, Promotion & Channel Specialisation

- Lead high-impact marketing campaigns to spotlight GGDA's programs, major economic projects, and provincial achievements.
- Act as an advanced marketing channel specialist, choosing, measuring, and tuning specific platforms (PR, LinkedIn, programmatic advertising, search, and physical collateral, SEO channel strategist) for maximum reach.
- Collaborate with internal creative teams and external agencies to produce compelling, highly targeted marketing collateral.
- Develop and maintain rigorous project management plans, toolkits, and execution checklists for all marketing workflows.

Minimum Requirements & Qualifications

- **Education:** Postgraduate degree or NQF Level 8 qualification in Event Management, Marketing Management, Digital Marketing, Digital Strategy, Communications Management or a related field. A post-graduate qualification or certifications in Digital Strategy will be an added advantage.
- **Experience:** 8 –10 years of progressive experience in marketing and events management, with at least 3–5 years in a senior management or strategic specialist role.

Applications should be submitted online: https://bit.ly/GGDAGroupRecruitment 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 disabilities, 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 of the closing date, please regard your application as having been unsuccessful.

Only queries can be forward to – **recruitment@ggda.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 pe POPIA"