

Applications are invited from interested person(s) for the under mentioned post.

Durban University of Technology (DUT) is located on the warm east coast of South Africa. It sprawls over seven (7) campuses in tropical and picturesque Durban, and in Pietermaritzburg, with its undulating hills that flow over from the Drakensberg Mountain.

According to our **ENVISION2030** strategy, DUT's DNA has two strands, namely 'people- centred and engaged' and 'innovative and entrepreneurial'. These are interwoven intrinsically by a number of double pairs consisting of 'values and principles' that bind our double-helix together. The extrinsic expression of our DNA is via The DUT-Way; which demonstrates our collective character and behaviour.

The University's ultimate goal is to contribute towards improving the lives and livelihoods of all its people, both internal and external. DUT consistently strives towards excellence and greatness in teaching-learning and in research-innovation; something that was been recognized recently when The Times Higher Education's World University Rankings placed DUT within the top 500 of Universities in the world and within the top 5 universities in South Africa. The enactment of these internationally recognized strengths is demonstrated in our impactful engagement internally and externally in service of our localities, the region and the country at large.

DURBAN UNIVERSITY OF TECHNOLOGY BUSINESS SCHOOL
MARKETING PRACTITIONER (POST REFERENCE NUMBER : BS04)

Minimum Requirements:

- Advanced Diploma/B.Tech degree/Bachelor degree (M+4) in Public Relations/Marketing/Communications or an appropriate discipline (NQF 7)
- Five years of relevant experience in public relations/marketing, preferably in a higher education institution

SPECIAL REQUIREMENTS:

- Understanding of Higher Education environment
- Communication skills (verbal; written; presentation)
- Understanding the principles of Marketing and Advertising
- Portfolio of marketing initiatives
- Computer proficiency
- Good networks among stakeholders

SUMMARY OF DUTIES:-

- Takes responsibility, for the timeous implementation of marketing tasks as directed by the Deputy Dean of the DUT: Business School, such as:
 - Conducts market research e.g. compiles and coordinates feed back of information.
- Advertising:
- General Marketing support:
- DUT Memorabilia
- Stakeholder liaison
- Ensures satisfaction of core customers by undertaking tasks in manner directed by the Deputy Dean of the Business School by efficiently and promptly accomplishing all designated marketing activities.
- Establish the marketing requirements of the DUT: Business School
- Develops Marketing plans and strategies to implement the Business School's:
 - Corporate Brand Management strategy
 - Competitive Marketing Strategy
 - Market Research/Intelligence

- Manage relationships with, and regularly assesses the needs of core customers to improve quality and effectiveness of service
- Capture and collate data of all marketing activities
- Budgets for and manages all relevant internal and external resources to achieve agreed marketing objectives
- Seek and support income generating marketing opportunities for the Business School
- Represent the Business School at appropriate forums within and outside the institution, as directed by the Deputy

Contact Person : Pirya Naidoo/Maud Mthembu
Contact Email : careers@dut.ac.za
Status of Position : Permanent
Salary : Market Related
Status of Positions : Permanent

Applications should include:

- A fully completed prescribed application form which can be obtained from www.dut.ac.za (under the **QUICK LINKS** tab - @careers)
- A detailed curriculum vita (explicitly stating experience or knowledge in the above mentioned fields)
- Covering letter.
- Certified copies of all academic records and certificates
- Current contact information of referees
- No manual applications will be accepted and incomplete applications will be disregarded.
- Please email application to careers@dut.ac.za and quote the post reference and post description in the subject line.

CLOSING DATE: 20 JUNE 2023

Please note:

“The University reserves the right not to appoint” or to re-advertise to widen the pool of applicants

Verification will be conducted on preferred candidates only.

DUT reserves the right to do a complete verification of the information you have provided.

DUT reserves the right to contact your referees or request additional referees.

While DUT strives for equal opportunities, preference will be given in terms of the University’s Equity Plan, with specific consideration for Female candidates.