



LOCAL MUNICIPALITY OF LEKWA

The Lekwa Local Municipality with its seats in Standerton, invites applications from qualified, motivated and innovative individuals for the following positions to become part of and join a dynamic and growth orientated Local Authority.

EXTERNAL ADVERTISEMENT
POSITION: MARKETING AND GRAPHICS OFFICER
PERMANENT POSITION
DEPARTMENT: CORPORATE SERVICES
LOCATION: STANDERTON
Reference number: MP305/CS/MGO/01
Salary: R481 161,99 per annum. Task Grade 13

Minimum Requirements

- Grade 12
- Three Year Relevant Tertiary qualification can be a Diploma/B Degree in Marketing, Communications, Public Relations and/or Graphic design.
- Excellent proficiency in the following
- Adobe in Design, Illustrator, Photoshop, Premiere Pro and Premiere Rush
- Proven experience in media relations, graphic design, photography, and video content creation;
- Proven experience in social media management;
- Proficiency in graphic design software and video editing tools;
- Ability to adapt writing styles for various mediums and audiences;
- Familiarity with websites, marketing, and the media and advertising industry trends;
- Ability to work independently, take initiative, and demonstrate a proactive approach to tasks;
- Excellent organizational skills and attention to detail;
- Must be able to speak, read and write
- 2-5- years' relevant experience
- Computer Literacy
- Valid driver's Licence


Key Performance Areas

- Producing fresh and creative campaigns, concepts and copy for various Social Media platforms – in line with and in support of the overall marketing goals.
- Creating, monitor and maintain online conversations on the various Social Media platforms on a daily basis.
- Driving traffic to the relevant websites as a result of social media marketing efforts.
- Keeping abreast of changes/trends in social media tools and incorporate into the relevant Social Media strategy accordingly.
- Producing fresh and creative concepts and copy for email marketing initiatives that support social media campaigns.
- Ensuring digital marketing initiatives are aligned with municipal objectives and support these objectives at all times.
- Creating and maintaining brand awareness within the social media/digital realm, online reputation management – tracking and monitoring what is being said the municipality in the digital space.
- Ensuring the municipal standards are adhered to and maintained in all digital marketing initiatives.
- Monitoring effective benchmarks for measuring the impact of Social Media programs; and analysing, reviewing and reporting on effectiveness of campaigns in an effort to maximize results.
- Ensuring social media / networking campaigns execute flawlessly and are managed accordingly.
- Assisting in building social media and overall marketing strategy.
- Assisting with the organizing of social and formal functions of the Municipality
- Developing of individual communications approaches for programmes and events.
- Assisting with the co-ordination of the logistical organization and arrangement, set-up, décor, guest lists and programme.
- Recording social media stats on a weekly basis and compile monthly reports on the Social Media and related marketing function statistics for management.

Inherent requirements

- Research and report writing capability, Sound and professional interpersonal skills, Ability to give attention to detail, administrative, and organising skills, problem solving skills, ability to handle pressure meeting deadlines, strong sense of responsibility and decision-making skills.

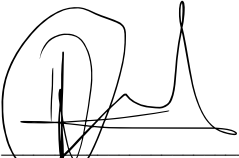
Please note:

1. Interested applicants meeting the requirements are requested to forward an application form, comprehensive Curriculum Vitae, together with originally certified copies of qualifications and identity documents to **The Municipal Manager (Attention Manager Human Resources), PO Box 66, Standerton, 2430** or hand-deliver such at the **Lekwa Local Municipal Administrative Building, Corner Dr Beyers Naude and Mbonani Mayisela Street, Standerton.**
2. Faxed or e-mailed applications **will not** be considered.
3. Correspondence will only be entered into with the shortlisted candidates. Applicants who have not been contacted within sixty (60) days of the closing date should consider their applications unsuccessful.
4. Lekwa Local Municipality serves the right not to make any appointment.
5. The submission of an application gives Lekwa Local Municipality the right to make inquiries necessary to obtain information regarding the applicant's background. Such inquiry will include current and previous employers, criminal record as well as academic institutions. Should you be in possession of foreign qualification, it must be accompanied by an evaluation certificate from the South African Qualification Authority (SAQA).
6. Canvassing Councillors or officials or the appointment is strictly prohibited and will automatically disqualify the applicant.
7. People from previously disadvantaged groups and people with disability are encouraged to apply .

8. The application for employment form obtainable from the Lekwa Local Municipality website at www.lekwalm.gov.za must be completed.
9. For further enquiries please contact the Human Resources Administrator , Mr F. Gqwashu at fgqwashu@lekwalm.gov.za or [0177129600](tel:0177129600)

Closing date for applications: **10 March 2025**

Notice: 04/2025



M. J. LAMOLA
MUNICIPAL MANAGER