



SCI-BONO DISCOVERY CENTRE NPC

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Company registration: 2004/010183/08 | VAT no: 473 021 6290
PBO reference no: 930 014 449 | NPO Registration: 056-334-NPO

RE-ADVERTISEMENT

SENIOR MANAGER: INTEGRATED MARKETING AND COMMUNICATIONS (5 YEARS FIXED-TERM CONTRACT)

JOB PURPOSE

The primary purpose of this position at Sci-Bono Discovery Centre is to increase visibility, and brand loyalty and generate revenue by increasing sales through successful marketing for the entire organization, using market research marketing communications, sales management, branding, events management, and reputation management. This position entails overseeing marketing initiatives that deliver value, growth, and return on investment.

PRINCIPAL ACCOUNTABILITIES

Integrated Marketing Strategy

- Develop an Integrated Marketing and Communications Strategy to support the core business of the organisation and foster coordination for all support functions in a bid to uphold organisational resilience and financial viability.
- Develop and execute integrated marketing strategies aligned with the organization's goals.
- Coordinate marketing campaigns across various channels (digital, print, events, etc.).
- Effectively manage the Marketing Department and ensure that strategic goals are met in support of the mission and vision of Sci-Bono Discovery Centre.
- Stakeholder Management Strategy.

Brand Repositioning and Management of Brand Sci-Bono

- Reposition the existing brand to foster an appeal to new stakeholders and funders, especially in the private and retail sectors.

BOARD OF DIRECTORS

Abbey Witbooi (Chairperson) | Dr Nandipha Madiba (Deputy Chairperson)
Prof Bongani Bantwini | Zeth Malele | Patricia Maloka | Adv Lentswe Mokgatle | Nomdeni Banda
Prof Khulekani Sitole | Godfrey Tsotetsi | Mashane Mphahlele | Prof Mfanelo Pat Ntsobi (CEO)

- Improve market perception, and stakeholder involvement by setting measurable milestones and outcomes.
- Use repositioning and partner equities to broaden our audience reach, and enhance the brand's perceived value and alignment with strategic sectors and partners.
- Use our brand to bolster our revenue generation strategies and contribute to the diversification of our funding sources.
- Manage and develop Sci-Bono's brand value proposition and associated messaging/ tone of voice for consistent application across all marketing and communications activity.
- Ensure the delivery of effective brand/member communications through digital and print assets.
- Develop and communicate the brand strategy to all relevant stakeholders.
- Ensure that the Marketing team delivers high-quality brand visibility, increase brand awareness, monitor the delivery of the brand standards, and recommends areas of improvement.
- Be a brand ambassador for the organisation, ensuring the promotion of the brand in a coordinated, and consistent manner.

Reputational Management

- Ensure that Reputational management activities are aligned with the strategy of the organisation.
- Ensure that the reputation of the organisation is enhanced and maintained.
- Ensure that positive interactions with the media and various other stakeholders are held.
- Ensure that positive feedback is received / interactions noted because of press release publication.
- Acts as the brand's spokesperson with Media company.
- Support development of both proactive and reactive Reputational Management strategies and ensure integration of Reputation management into all brand focused marketing campaigns.
- Liaise with key stakeholders, internally and externally, regarding marketing related strategies and tactics, while cultivating a positive working relation with stakeholders.
- Manage ongoing partnerships with key channel and industry partners to leverage resources and deliver marketing and communications activities.

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- Liaise with media and the press, draft press releases and media articles and optimise the organisation's publicity and public profile.
- Establish and maintain a strong presence in the school system and manage the flow of regular communications with schools.

Budget Management

- Plan the marketing and communications budget to ensure prioritisation of key activities are delivered effectively.
- Ensure that there are no deviations from approved marketing budget.
- Allocate resources effectively within the marketing budget.
- Evaluate cost-effectiveness of campaigns.

Communications

- Create communication strategies that build customer loyalty programs, brand awareness, and customer satisfaction.
- Ensure that there are no deviations from agreed deadlines for publication/ preparation of reports and presentation.
- Support the management of Sci-Bono's social media presence and oversee content served.

Multi-Media Broadcasting Studio/ Platform (MMBP)

- Leverage the MMBP to foster the status of Sci-Bono Discovery Centre NPC as a regional leader and Southern Africa's largest science centre that leads science education, mathematics, and technology education.
- Develop and implement a MMBP Revenue Strategy to monetise content, partner with aligned brands and partners to generate advertising and sponsorships.
- Host virtual science conferences, workshops, or webinars on the platform. Charge registration fees for participants.
- Create an online store within the platform to sell educational materials, science kits, or branded merchandise.
- Develop requisite policies, SOPs and strategies position the MMBP as a strategic partner to the core business, internal and external stakeholders.

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- Strategic Positioning of the MMBP
 - Thought Leadership: Position Sci-Bono as a thought leader in science education. Regularly share insights, research findings, and innovative practices through the platform.
 - Collaborative Initiatives: Showcase successful collaborations with schools, universities, and community organizations.
 - Highlight how Sci-Bono contributes to South Africa's educational landscape.
 - Advocacy and Policy Influence: Use the platform to advocate for science education policies and reforms.
 - Engage policymakers, educators, and parents in meaningful discussions.

Analytics and Reporting

- Monitor marketing performance metrics (ROI, engagement, conversion rates).
- Provide regular reports to senior leadership.
- Ensure that effective metrics are defined per campaign.
- Ensure that metrics are applied to the campaign and reports are prepared for discussion.
- Ensure that learnings are applied to future campaigns.

Public Relations and Media Relations:

- Cultivate relationships with media outlets, journalists, and influencers to reposition Sci-Bono and keep it top of mind.
- Handle crisis communication effectively to protect the brand.

Leadership and Team Development:

- Lead the marketing and communications team.
- Foster a creative and collaborative work environment.

EDUCATIONAL REQUIREMENTS

- Honours degree or NQF Level 8 post graduate qualification in Marketing Communications/ Public Relations or related field
- A Master's degree or NQF level 9 post graduate qualification in a similar disciplines would be advantageous.

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EXPERIENCE

- A minimum of 08 years practical experience in integrated marketing and communications
- Additional 03 years at least in a managerial level or higher within IMC or related
- Exposure to the education or science sector is preferred.

KNOWLEDGE/SKILLS

- Thorough knowledge of marketing principles, brand, product, and service management
- Sound computer skills
- Excellent analytical skills
- Excellent stakeholder management skills
- Demonstrated ability to lead and inspire a team.
- Outstanding communication and interpersonal skills
- Deep understanding of changing market dynamics
- Sound research skills
- Good knowledge of NPO and the Education Sector is preferred but not essential.
- Basic financial management skills

The vacancy's closing date has been extended, interested applicants that previously applied need to do so again.

The Sci-Bono Discovery Centre is an equal opportunity employer, guided by the principles of Employment Equity. To comply with our equity plans and embracing diversity. Interested and qualified candidates are invited to email CVs to the: Human Resources Office recruitment.sci-bono@sci-bono.co.za with Reference Number: REC/VR_SCI202421. Only CVs submitted with the correct subject line will be attended to.

Closing Date : 11th June 2024

Disclaimer: Communication will be entered into with short listed candidates only.

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