

INTERNSHIP – Marketing Communication

Ref no: COMSTA/intern/08/2022

The National Heritage Council (NHC) based in Hatfield Pretoria is implementing a Graduate Internship Development programme as part of its contribution to skills development initiative.

Internships Duration: 24 months

Requirements for Application: CV, certified copies of qualifications/certificates and a certified copy of a bar-coded South African identity document.

Attributes for all Internship positions include most of the following:

- Excellent Communication skills (verbal & written)
- Design skills
- Organising Skills
- Time management
- Able to work under pressure
- Attention to detail
- Coordinating Skills
- Self-motivated with the ability to work with minimal supervision
- Willingness to learn and take on additional responsibilities of and when required

GRADUATE DEVELOPMENT PROGRAMME

Key Performance Area (KPA)	Development Activities
1. Marketing (mainly advertising, promotions and branding)	<ul style="list-style-type: none"> • Develop marketing strategies including branding plans • Manage the development of advertising campaign plans and the placement as well as the reporting thereof • Coordinate branding plans and manage all branding for activities of the NHC • Manage the branding collateral inventory • Recommend and coordinate purchases of brand collateral
2. Graphic design	<ul style="list-style-type: none"> • Manage graphic design requirements • Produce project marketing toolkits

Key Performance Area (KPA)	Development Activities
	<ul style="list-style-type: none"> • Apply the use of marketing toolkits and other graphic design work to communication platforms
3. Online and social media	<ul style="list-style-type: none"> • Develop social media plans and diaries for programmes, projects and key activities • Create content for social media platforms • Produce reports with recommendations on social media management • Ensure adherence to communication and marketing policies and procedures
4. Content management	<ul style="list-style-type: none"> • Plan, solicit and manage content on the website and intranet • Write content pieces for website, intranet, newsletter and selected publications • Ensure the content on online platforms are updated and laid out • Monitor and report on the usage of websites, intranet and electronic publications • Produce electronic monthly news letters • Write articles for newsletters • Develop and manage online client databases • Develop and implement an email communication campaign
5. Administration	<ul style="list-style-type: none"> • Attend meetings and produce minutes • Coordinate meetings • Facilitate administrative correspondences and filing • Followup on engagements with stakeholders • Administer the financial procurement processes of the unit

The NHC is an equal opportunity employer and encourages applications from women and people with disabilities.

Forward all required documentation to r.COMSTIntern@nhc.org.za

Correspondence will be limited to short-listed candidates only. If you have not been contacted within 3 months after the closing date, please consider your application as unsuccessful.

Closing date: 12 September 2022, 24h00

The NHC is an equal opportunity employer. As such, it is committed to the employment Equity Act and will through the filling of this vacancy, give preference to candidates from designated groups in terms of the Employment Equity Act. By applying for this position at the NHC, the applicant understands, and agrees that the NHC may solicit a credit and criminal report from registered credit bureau and/or South African Police Services (in relation to positions that requires trust and honesty and/or entail the handling of cash or finances), and may also verify the applicant's educational qualification and employment history. The NHC reserves the right to remove the advertisement at any time before the stated closing date and it further reserves the right not to appoint if a suitable candidate is not identified.