

Mukhanyo Theological College is an educational institution with a network of campuses and learning centres across southern Africa. Mukhanyo glorifies God by equipping church leaders and other Christians in Africa. The college is now seeking to appoint an experienced, qualified, skilled, and motivated:

Marketing Manager

Key roles and responsibilities:

- Managing all marketing and public communication activities for the entire ministry.
- Developing the marketing strategy for the organization in line with ministry objectives.
- Setting specific goals and clear objectives to grow awareness, student numbers and donations.
- Creating a wide range of media with relevant role players in line with marketing strategy.
 - Preparing online and print marketing campaigns for various target audiences.
 - Creating a website development strategy and implement effectively.
 - Designing and implement an effective social media and advertising strategy.
 - Managing and improving email, SMS and lead generation campaigns.
- Coordinating donor communication, fundraising, and public awareness literature.
- Maintaining effective internal communication to ensure all relevant functions are kept informed.
- Analysing potential strategic partner relationships for marketing and public communication.
- Working closely with relevant role players and marketing agencies to promote the ministry.
- Monitoring and reporting on effectiveness of marketing and public communications.
- Overall responsibility for brand management and corporate identity, and the marketing budget.

This new position at Mukhanyo requires the right dedicated person, to serve an average of 24 hours/week flexitime, based in Pretoria or Johannesburg, depending on the chosen candidate. The ideal candidate will have experience in a various areas (e.g. newsletters, event planning, donor communication, social media, etc.) along with a passion to serve the Lord in Christian ministry.

The desired candidate will:

- Demonstrate faith in Christ as defined by the Bible and as expressed consistently through a godly lifestyle that radiates the fruits of the Spirit with active participation in a Christian church.
- Promise to uphold the mission, vision, confessional statements, and values of the institution.
- Show ability to effectively communicate, also in writing, as appropriate for the audience.
- Demonstrate organizational and planning skills, timeliness, information gathering and monitoring skills, teamwork, and attention to detail and accuracy.
- Have strong analytical and project management skills and a creative outlook.
- Show competency in personal initiative, reliability, confidentiality, and communication skills.
- Able to travel and to work after hours and/or on weekends.
- A relevant qualification and previous experience in marketing management is preferred.
- Feel called by God to serve at Mukhanyo and to thus work for the coming of Christ's kingdom.

Candidates are requested to submit their CV/resume and two contactable references to the Principal, Dr Brian de Vries (brian.devries@mtc.ac.za) by **15 April 2020**. Further information concerning requirements and expectations, the mission of Mukhanyo's ministries, and/or other details will be provided upon request. Candidates may be requested to participate in further interviews or testing activities. Please accept that the application was unsuccessful if there is no response within a month.