



PUBLICITY AND PUBLIC RELATIONS OFFICER

(Payclass 07; 2-year contract)

Marketing Baxter Theatre Centre

The Baxter Theatre Centre seeks to appoint a Publicity and Public Relations Officer in the Marketing department on a contract basis for appointment commencing as soon as possible.

The successful incumbent will report to the Marketing Manager. The purpose of the job is to build, maintain and manage the reputation of the Baxter Theatre Centre and their clients using all forms of media including social media platforms. In addition to creating far-reaching publicity and monitoring its outcomes.

Requirements:

- A bachelor's degree, preferably a degree with marketing, as a major or alternatively National Diploma in Advertising or Public Relations.
- At least three to five years' work experience in a large corporate marketing department.
- Excellent verbal and written communication skills. Good writing skills for press releases and social media platforms are essential.
- Excellent interpersonal skills.
- Strong organisation, planning and administrative skills, including database maintenance and management.
- Strong computer skills with high level proficiency, particularly in MS Office, email, and Internet searches.
- Demonstrated ability to work independently as well as part of a team, use initiative, and be flexible.
- Accuracy and attention to detail.
- Effective time-management skills and the ability to prioritise and multi-task within a pressurised environment.
- Ability to meet strict deadlines.

Advantageous:

- A working knowledge of a large theatre would be advantageous.

Duties and Responsibilities:

Publicity and PR Duties:

- Coordinating all media related activities
- Devising media and publicity campaigns for Baxter Theatre Centre productions.
- Writing Press releases and distributing this information to journalists.
- Creating and developing strategic partnerships with the media.
- Coordinating and setting up interviews with the media and artists, writers, and director
- Liaising with the media regarding productions at the Baxter Theatre Centre, manage media competitions in publications.
- Create social media and opportunities on platforms to promote Baxter productions.

Public Relations Duties:

- Identifying and compiling guest lists for opening nights of Baxter Theatre Centre productions.
- Working with designers on invitation design and details.
- Sending out invitations to guests for opening nights and special events and functions.
- Seating and ticket allocations for guests for opening nights
- Hosting guests and media on opening nights and special Baxter evenings.
- Initiate Public Relations activations on ways to promote and market productions.
- Creating trade exchanges with media companies to leverage publicity.

Advertising Duties:

- Generate advertising budgets in consultation with Directors and producers for both in house and external productions.
- Coordinate all print media advertising with the various media companies.
- General office duties / database management
- Ensuring the marketing department has the necessary equipment and resources to meet its operational requirements.
- Office co-ordination – Ensuring deadlines are met and that Marketing resources are allocated correctly and efficiently
- Database management (updating guest and industry database list s), compiling program information, managing competitions, ticket giveaways and cataloguing of media stories.
- Assisting the marketing manager with invoicing and monitoring of marketing related purchase orders.

Assisting with producing of Baxter Theatre Production as and when is required.

The annual remuneration package is negotiable between R229,549-R358,146

To apply, please e-mail the below documents in a **single pdf file** to Fahiem Stellenboom at: fahiem.stellenboom@uct.ac.za

- UCT Application Form (download at <http://forms.uct.ac.za/hr201.doc>)
- Cover letter, and
- Curriculum Vitae (CV)

Please ensure the title and reference number are indicated in the subject line.

An application which does not comply with the above requirements will be regarded as incomplete.

Only shortlisted candidates will be contacted and may be required to undergo competency and pre-placement-medical assessments.

Telephone: 021 680-3971

Reference number: E24223

Website: <http://www.baxter.co.za/>

Closing date: 04 March 2024

"UCT is a designated employer and is committed to the pursuit of excellence, diversity, and redress in achieving its equity targets in accordance with the Employment Equity Plan of the University and its Employment Equity goals and targets. Preference will be given to candidates from the under-represented designated groups. Our Employment Equity Policy is available at www.uct.ac.za/downloads/uct.ac.za/about/policies/eepolicy.pdf."

UCT reserves the right not to appoint.