



The AIDC Eastern Cape (AIDC-EC) a wholly owned company by ECDC, is the Province's institutional mechanism that is mandated to promote and facilitate the automotive industry growth and development by supporting the government's industrial policy and other strategic initiatives that will contribute towards the provincial economic growth. As a developmental institution, AIDC-EC has positioned itself to contribute to the growth of South African automotive industry; support government's automotive related objectives; contribute to the government and industry's goals of continuous growth and sustainable job creation; and support ECDC's macro development plan and consequently contribute to the provincial growth and development plans.

With the head office based in Gqeberha within the Nelson Mandela Bay economic hub and with a branch office in East London, AIDC-EC is working hard to establish a strong presence throughout the Eastern Cape Province. Considering the fast pace of globalisation and technology development, a challenging and rewarding opportunity has thus arisen for the following positions:

### **Marketing Assistant**

The AIDC EC aims to recruit a **Marketing Assistant** on a permanent basis. The successful candidate will report directly to the **Senior Manager: Marketing, Communication and Events**

#### **Purpose of Position:**

The Marketing Assistant supports the Senior Manager: Marketing and Communication and Events in building the AIDC-EC brand awareness by developing and executing marketing strategies that meet organisational needs. This role is responsible for support in managing the promotion and positioning of the organisation's brand, products, and services. The Marketing Assistant will provide administrative support in the creation and distribution of marketing materials, market research, and in the execution of various marketing initiatives.

#### **Roles and Responsibilities**

##### **Marketing, Communication & Events Strategy Execution**

- Provide administrative assistance in the execution of Marketing, Communication & Events unit strategy to support organisational goals.
- Organise and manage administration in the implementation of marketing campaigns, in line with brand guidelines.
- Collaborate with the Marketing, Communication & Events Team to manage brand and marketing initiatives, to align with overall strategy.

### **External and Internal Communication**

- Produce internal communications that keep staff informed of marketing initiatives and campaigns.
- Acknowledge and give initial response to marketing queries from clients, customers, or suppliers via phone, email, or social media.
- Log and direct queries to respective respondents within the unit and close queries accordingly.

### **Market Research and Industry Insights**

- Assist in desktop market and client research and gather data to inform marketing initiatives.
- Collect and compile research on sector data and developments to ensure that the AIDC-EC remains informed and in the minds of our stakeholders (including contact details).

### **Marketing Collateral and Relationship Management**

- Record, organise and manage stock of marketing collateral, ensuring acceptable stock levels for material.
- Liaise with suppliers and clients to build relationships and coordinate the distribution of marketing materials.
- Assist in the development and facilitate distribution of marketing materials at necessary platforms.

### **Reporting and Administrative Support**

- Minute taking at Marketing, Communication & Events unit meetings.
- Manage and update the corporate calendar.
- Maintain schedules for ongoing marketing initiatives, ensuring timely execution.
- Manage and update customer databases.
- Design and administer surveys, polls, and questionnaires for research purposes, gathering insights into future campaigns.
- Maintain record of outgoing branding material and ensure that it is returned and accounted for accordingly.



## **Qualifications**

- A minimum of a national diploma or bachelor's degree in marketing, business management or related field.

## **Experience**

- Must have at least 3 – 5 years of experience in a generalist marketing environment.
- Digital marketing skills / experience will be a huge advantage to this role.
- Strong written communication skills.
- Strong administration and organising skills.
- Experience and proficiency with the Adobe Creative Cloud (Photoshop and Premiere) preferred.

## **Competencies / Skills / Knowledge:**

- **Adaptability, Flexibility and Resilience**

Quickly adapts to change and manages shifting priorities in a fast-paced, high - pressure, quickly evolving environment. Resourceful and forward-thinking problem solver with a proactive mindset.

- **Communication (written and verbal):**

Articulates ideas clearly in both written and spoken formats, tailoring messages to diverse audiences. Listens actively, engages in open dialogue, and ensures information is shared effectively across all levels of the organisation.

- **Attention to Detail and Accuracy**

Demonstrates a high level of care in verifying facts, figures, and information, consistently delivering error-free results while maintaining quality and compliance with standard.

- **Project Management:**

Manages projects from start to end with clear goals, timelines, and resource allocation. Ensures effective coordination of tasks, tracks progress, mitigates risks, and adjusts plans as needed. Communicates progress and delivers quality outcomes on time and within budget.



- **Service Excellence**

Demonstrates a strong commitment to exceeding customer and stakeholder expectations by delivering exceptional service. Actively seeks ways to improve customer experience and enhance satisfaction.

**Contact:** If you are interested in this position and have the relevant experience and expertise please forward your CV with full personal details, education, work history and contactable references to [recruitment@aidcec.co.za](mailto:recruitment@aidcec.co.za)

***Please note that correspondence and communication will only be conducted with short listed candidates and preference will be given to people with disabilities, women and previously disadvantaged individuals to promote Employment Equity within the company.***

**If you have not been contacted within eight weeks after the date of the advertisement, please regard your application as unsuccessful.**

**In making these appointments, AIDC-EC reserves the right to apply the principles enshrined in the Employment Equity Act, its policies, and plans.**

Please send your detailed CV; certified copies of academic qualifications and certified copy of ID to: ***recruitment@aidcec.co.za***

**Closing date: 30 September 2025**