The National Lotteries Commission (NLC), a Schedule 3A public entity in terms of the Public Finance Management Act (PFMA), is a statutory body established in terms of the Lotteries Act (Act 57 of 1997), as amended with the purpose of regulating South African lotteries and administering the National Lottery Distribution Trust Fund (NLDTF). Suitably qualified prospective candidates who are South African citizens are invited to submit their applications to fill the position listed below. The National Lotteries Commission is committed to the achievement and maintenance of diversity and equity in employment, especially in respect of race, gender, and disability.

STAKEHOLDER, MARKETING AND COMMUNICATIONS

MARKETING AND BRAND MANAGEMENT OFFICER

PURPOSE OF THE JOB

Coordinate and implement marketing and brand management initiatives that enhance the visibility, reputation and positioning of the National Lotteries Commission, while promoting awareness of its regulatory mandate and the impact of NLC funding.

SALARY

Commensurate with qualifications and experience.

REQUIRED QUALIFICATIONS.

Bachelor's degree in Marketing Management, Marketing and Communications, Business Management or an equivalent relevant postgraduate qualification in Marketing/ Communication will be an added advantage

REQUIRED EXPERIENCE

2–3 years of relevant experience in marketing, brand management, digital marketing and communications or a related environment.

KEY RESPONSIBILITIES

- Contribute to the development and implementation of the unit's marketing plans, strategies and policies.
- Contribute to the preparation of the unit's monthly and quarterly performance reports.
- Coordinate the implementation of departmental and provincial branding plans and provide guidance on the application of NLC branding guidelines internally and to NLC-funded beneficiaries.
- Monitor the consistent application of the NLC corporate identity across marketing materials, events and communication platforms.
- Coordinate the development, production and distribution of departmental and provincial marketing collateral.
- Coordinate the planning and implementation of brand awareness campaigns and marketing activations.
- Identify and profile impactful projects funded through the NLDTF through success stories, project profiles, case studies and multimedia content.
- Coordinate project visits and the collection, development and publication of beneficiary stories across NLC communication platforms.
- Coordinate weekly social media content planning, scheduling and publishing across NLC digital platforms.
- Monitor social media pages, audience engagement and digital platform performance, and compile analytics reports.
- Coordinate marketing activities with provincial offices, internal departments, beneficiaries and external stakeholders.
- Prepare marketing briefs, specifications and supporting procurement documentation, and coordinate appointed service providers.
- Monitor marketing expenditure and maintain records of marketing activities and deliverables.

REQUIRED COMPETENCIES AND SKILLS

- Knowledge of marketing and brand management principles.
- Knowledge of corporate identity management and brand governance.
- Knowledge of digital marketing and social media management.
- Good content development and campaign coordination skills.
- Strong written and verbal communication skills.
- Strong report writing and analytical skills.
- Good planning, organising and project coordination skills.
- Excellent interpersonal and stakeholder relationship management skills.

- Attention to detail and ability to meet deadlines.
- Ability to work independently and as part of a team.
- Proficiency in Microsoft Office applications (Word, Excel, PowerPoint and Outlook).
- Proficiency in relevant digital marketing and social media management tools.
- Self-driven, innovative and results-oriented.

Note: Recommended candidates will be subjected to background verification, which will form part of the selection process. Correspondence will be limited to shortlisted candidates only. If you have not been contacted within three (3) months of the closing date of this advertisement, please accept that your application was unsuccessful. The NLC reserves the right not to fill any advertised position(s).

IMPORTANT NOTICE: APPLICATION INSTRUCTIONS:

- **This advert is only open to NLC Employees only.**
- Only candidates who meet the requirements should apply;
- Correspondence will be entered into with shortlisted candidates only;
- CVs from Recruitment Agencies will not be considered.
- Applications received after the closing date will not be considered.
- Submit your comprehensive CV with qualifications attached to the following email address: Recruit@nlcsa.org.za

CLOSING DATE: 02 December 2026

NLC WELCOMES APPLICANTS WITH DISABILITIES 

DISCLAIMER- POPIA

By applying for NLC's vacancy, you expressly give NLC consent to process and store your personal information. Applicant's data will be processed in accordance with the Protection of Personal Information Act 4 of 2013 ("POPIA"), NLC Human Capital Policy and procedures, NLC POPIA Policy and NLC Privacy Policy. These documents set out why the NLC needs the personal information, what NLC will do with it, and with whom the NLC will share it. Note that we will not further process personal information stored automatically in this portal.