



VACANCY - 2950

REFERENCE NR	:	VAC00445/27
JOB TITLE	:	Senior Manager: Marketing
JOB LEVEL	:	D5
SALARY	:	R 1 035 817 - R 1 553 726
REPORT TO	:	Head of Department: Corporate Affairs
DIVISION	:	Office of the Managing Director
DEPT	:	CS: Corporate Affairs
LOCATION	:	SITA Erasmuskloof
POSITION STATUS	:	Permanent (Internal & External)

Purpose of the job

To lead and manage the development, implementation, and evaluation of SITA's marketing strategy, brand positioning, and stakeholder-facing campaigns — in direct alignment with SITA's Corporate Strategy and mandate as South Africa's State Digital Services Agency.

The Senior Manager: Marketing drives awareness of SITA's value proposition as a Trusted Partner, Digital Enabler, and Value Creator; supports market positioning and revenue objectives; and ensures all marketing activity reflects the public service ethos, transformation imperatives, and governance frameworks applicable to state entities.

Key Responsibility Areas

- Marketing Strategy & Planning
- Brand Strategy & Management
- Integrated Campaign Management
- Digital Marketing & Content
- Stakeholder & Sector Positioning
- Budget & Vendor Management
- People Management
- Reporting & Governance

Qualifications and Experience

Minimum: 3-year National Diploma/bachelor's degree (NQF Level 6) in Marketing, Communications, Business Administration, or a related field.

Certificate in Project Management— advantageous (NQF level 6).

Registration with a Professional Body: Marketing Association of South Africa (MASA) or equivalent — desirable

Experience: Minimum 8–10 years' relevant experience in marketing, brand, or related and relevant disciplines. At least 4 years at a middle management level, with direct people management responsibility. Proven track record in B2G (business-to-government) marketing environments. Experience in a state-owned entity (SOE), public entity, or government department — advantageous. Demonstrated experience managing marketing budgets of more than R20 million per annum. Experience managing creative agencies, media buyers, and production vendors.

Technical Competencies Description

In-depth knowledge of the South African public sector landscape and government ICT policy. Familiarity with PFMA, National Treasury Regulations, POPIA, PAIA, and GCIS communication guidelines. Understanding of BBBEE and transformation imperatives in public sector procurement Knowledge of ICT services marketing: cloud computing, cybersecurity, digital government, e-services. Awareness of SITA's legislative mandate and the Electronic Communications Act.

Leadership competencies: Collaboration; Communicating and Influencing; Honesty, Integrity and Fairness; Innovation; Planning and Organising; Creative Problem Solving. Responding to Change and Pressure; Strategic Thinking

Interpersonal/behavioural competencies: Attention to Detail; Analytical thinking; Continuous Learning; Disciplined; Resilience; and Stress Management.

How to apply

To apply please log onto the e-Government Portal: www.eservices.gov.za and follow the following process

1. Register using your ID and personal information
2. Use received one-time pin to complete the registration
3. Log in using your username and password
4. Click on "Employment & Labour"
5. Click on "Recruitment Citizen" to create profile, update profile, browse and apply for jobs

Or, if candidate has registered on eservices portal, access www.eservices.gov.za, then follow the below steps:

1. Click on "Employment & Labour"
2. Click on "Recruitment Citizen"
3. Login using your username and password
4. Click on "Recruitment Citizen" to create profile, update profile, browse and apply for jobs

For queries/support contact egovsupport@sita.co.za OR 080 1414 882

CV`s sent to the above email addresses will not be considered.

Closing Date: 04 June 2026

Disclaimer

SITA is an Employment Equity employer, and this position will be filled based on the Employment Equity Plan. Correspondence will be limited to short-listed candidates only. Preference will be given to members of designated groups.

- If you do not hear from us within two months of the closing date, please regard your application as unsuccessful.
- Applications received after the closing date will not be considered.
- It is the applicant`s responsibility to have foreign qualifications evaluated by the South African Qualifications Authority (SAQA).
- Only candidates who meet the requirements should apply.
- SITA reserves the right not to make an appointment.
- The appointment is subject to getting a positive security clearance, the signing of a performance contract, assessment recommendation, verification of the applicants` documents (Qualifications), and reference checking.
- Correspondence will be entered to with shortlisted candidates only
- CV`s from Recruitment Agencies will not be considered.