

WE ARE HIRING

a fresh start



MPUMALANGA
INTERNATIONAL
FOOD MARKET

Marketing Assistant

Reference: MPU-NELS-31193137-20260909-1

Closing Date: 21 September 2026

1. About Us

Mpumalanga International FoodMarket (MIF), is a new platform for connecting production, opportunity, and demand—creating a fresh start for farmers, traders, buyers, job seekers, and the national food economy. It is not simply another place for work, but a modern workplace and hub for human connection.

2. Job Specification

The Marketing Assistant will support the execution of marketing campaigns, brand awareness initiatives, stakeholder engagement activities, and digital marketing efforts. The successful candidate will assist in promoting MIF's services, events, and strategic initiatives while ensuring consistent brand messaging across all communication platforms.

3. Core Responsibilities

- **Adaptability:** Marketing assistants must quickly adapt to changing market trends and customer preferences. This enables them to contribute effectively in a dynamic industry.
- **Creativity:** A creative mindset is crucial for marketing assistants as they contribute to content creation, campaign development, and social media strategies. Innovative ideas and fresh perspectives help differentiate brands and make impactful impressions on target audiences.
- **Analytical Thinking:** Marketing assistants need strong analytical skills to gather and analyse data, measure campaign performance, and provide actionable insights for improvement. This ensures that marketing strategies are data-driven and optimised for success.
- **Gathering and analysing market trends, competitor strategies, and customer insights** to support marketing decision-making.
- **Assisting in creating market reports and presentations**, providing valuable data and insights to aid strategic planning.
- **Social Media:** Managing social media presence. Contributing to developing social media strategies and content creation to engage and grow online communities. Monitoring social media platforms, responding to customer inquiries, and actively engaging with customers to build brand loyalty.

4. Required Qualifications & Skills

- **Minimum Qualifications:** Diploma or Bachelor's Degree in Marketing, Communications, Public Relations, Business Administration, or a related field.
- **Experience:** 1 to 3 years of experience in a marketing, communications, or related support role. Experience with social media management and content creation will be advantageous.
- **Skills and Competencies:** Excellent written and verbal communication skills. Strong organizational and administrative abilities. Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook). Knowledge of social media platforms and digital marketing tools. Basic graphic design skills using tools such as Canva, Adobe Creative Suite, or similar platforms will be advantageous. Ability to manage multiple tasks and meet deadlines. Strong attention to detail and creativity. Ability to work effectively both independently and within a team. Good interpersonal and stakeholder engagement skills.

5. Job Application

MIF has partnered with the Department of Employment and Labour to facilitate and handle all job applications through the Department's Employment Services of South Africa (ESSA)

6. How to apply

- If you have an Active ESSA Online Account, visit the portal and click on Search Opportunity using the Reference Number listed above and submit the application.
- To create an Active ESSA Online Account, visit the link <https://essa.labour.gov.za/EssaOnline/WebBeans/> and follow the guidelines listed below.
 1. Capture the email address
 2. A password will be sent to your email address
 3. Use your ID Number as a **Username**
 4. Copy the password received and paste or type it on the log in the screen
 5. Complete all sections on ESSA

NOTE: The above is the only channel available to access job opportunities at MIF.



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