

VACANCY ADVERTISEMENT

Institution	George Whitefield College (GWC)
Location	Muizenberg, Cape Town
Job Title	ADVANCEMENT OFFICER : MARKETING SERVICES
Hours of Work	Full-time , 08h00 to 16h30 (1 hour lunch break included) May be required to travel from time to time
Reporting to	The Advancement Executive
Duration	Permanent post
Closing Date	31 October 2025
Starting Date	Ideally 1 January 2026, but negotiable

CONTEXT

A position is available for an Advancement Officer : Marketing Services who has a track record of strong marketing skills, a collaborative mindset, and a keen interest in seeing the Gospel spread across Africa and beyond to join the Advancement Team. The successful candidate will share the College's theological standpoints, as well as the vision of expanding and building theological training within the African context.

THE COLLEGE

GWC is an evangelical theological college based in Muizenberg, a suburb on the False Bay coast of Cape Town. GWC equips men and women for Christian ministry in Africa through the following qualifications in theology:

- Higher Certificate in Theology (NQF 5) (contact)
- Bachelor of Theology (NQF 7) (contact)
- Bachelor of Theology Honours (NQF 8) (hyflex)
- Postgraduate Diploma in Higher Theological Education (NQF 8)
- Master of Theology (coursework) (NQF 9) (hyflex)
- Master of Theology (research) (NQF 9) (hyflex)

In addition, GWC offers various non-credit bearing learning options in Short Courses and a distance learning course called Explore. Through Explore, GWC engages in theological training in various African countries. It also offers training for theologians in education methods and techniques.

GWC is the official training institution for the [Reformed Evangelical Anglican Church of South Africa](#) (REACH SA).

GWC has +/-120 students enrolled in our accredited study options each year, with many students and some of their families living on campus in our student residences. Half of GWC's students come to GWC from outside of South Africa.

THE POSITION

The Advancement Officer : Marketing Services will become part of the College community and whilst occupied primarily in the Advancement department, may also be involved in College-wide projects and initiatives. The Advancement Team has three core focus delivery areas : stakeholder engagement, fundraising and marketing. The Advancement Officer : Marketing Services is responsible for maintaining the brand of the College and creating effective engagement opportunities, both digitally and in person, for donors and potential students.

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The person will ensure marketing at GWC has a comprehensive approach that impacts fundraising, communications, alumni relations, and enrolment management, all aimed at advancing the College's mission and goals.

The incumbent interfaces extensively with other team's throughout the College and also with external stakeholders and service providers, and will oversee the student marketing team. There is a strong emphasis on project management and relationship management with a variety of stakeholders, in a cross-cultural environment.

KEY RESULT AREAS – OUTPUTS

The incumbent will undertake a range of functions from those set out below :

- **Participate in Advancement Team Strategy Implementation process**

Provide professional input to strategic planning processes for resource mobilisation and student recruitment and ensure that plans have a solid marketing component.

Draft annual marketing plan in line with the Annual Resource Mobilisation plan and Student Recruitment Plan, for agreement with the Advancement Executive.

Using whatever tools are stipulated, update work plans and outcomes to assist in keeping Advancement Team plans current and team members fully informed. This will include attending all Advancement Team meetings.

- **Brand building and marketing**

Take responsibility for planning, implementing and monitoring for all of the following :

- GWC websites and all other websites where the College has a presence, e.g. Trustbridge Global, Anglican Aid, etc.
- Proactive social media management
- Brochures / Annual Report
- Videos / stories / promos
- Marketing events
- Strategizing for and advertising new learning opportunities
- Social media design and updates
- Applications website
- GWC merchandise
- Marketing plan for student recruitment
- Digital marketing fundraising campaigns

All with oversight from the Advancement Executive

- **External provider management**

With regard to the above deliveries, decide (together with the Advancement Executive) which of these functions may be outsourced.

Manage external service providers very tightly with regard to contracting, pricing, quality delivery, etc.

- **Internal stakeholder management**

Keep close contact with key teams inside the College and build strong relationships in order to understand requirement and foster delivery, e.g. Registry, Explore, Finance, etc.

Also oversee students who have been assigned to do bursary work in marketing.

- **Special projects**

Participate, as requested by the Advancement Executive, in special initiatives, e.g. Focus Fundraising Campaign

PERSONAL ATTRIBUTES

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The successful candidate will need the following:

- Excellent communication and interpersonal skills (written and oral – including doing presentations and producing reports)
- Track record of strong planning and organising skills
- Have a passion for detail and accuracy
- Be energised by dealing with people
- Be a committed Christian and be active in a local church
- Be very comfortable in a multi-cultural environment
- Ability to cope under pressure
- Be able to manage several projects at once

QUALIFICATIONS AND EXPERIENCE

- A Marketing degree
- 5 or more years' experience in a marketing environment
- Technology skills :
 - Advanced MS Skills (Word, Excel, and especially Powerpoint)
 - AI, SEO skills
 - Google analytics knowledge and experience will be a distinct advantage
 - Online fundraising and campaign delivery tools and skills
- Experience in a multi-cultural environment
- Project management experience
- Marketing / fundraising experience in an NGO environment would be preferable

BEHAVIOURAL COMPETENCIES REQUIRED

- Decision making
- Planning and organizing
- Initiating Action
- Ownership
- Building relationships
- Communication skills
- Gaining Commitment
- Ability to work in a team

REMUNERATION

Subject to negotiation. Remuneration package commensurate with qualifications, experience and the College remuneration model

APPLICATION PROCESS

GWC welcomes applications from all suitable candidates. In line with the organization's transformation objectives, applications from designated groups are especially encouraged.

Please send CV and application letter to mdefreitas@gwc.ac.za

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The College reserves the right not to make an appointment should a suitable candidate not be found.