



• GATEWAY TO THE REST OF AFRICA •

THE GATEWAY AIRPORTS AUTHORITY LIMITED (GAAL) a provincially owned business enterprise responsible for managing Polokwane International Airport, invites applications from suitable qualified and experienced candidates for appointment to the following critical positions -

INTERNAL AND EXTERNAL ADVERTS – REF N: V/10/2026

ERRATUM ADVERT

This position is being re-advertised. Applicants who have previously applied are not required to reapply, as their existing applications will be considered.

POSITION: MARKETING OFFICER – (1 Position)

REF NO: MO/10/2026

This position reports to the Manager Commercial Services.

Remuneration: R 318 000. 00 to R 348 909,60 Per Annum, excluding benefits (Housing Allowance, Pension, and Medical Aid).

Minimum Qualifications and Skills Required:

The ideal candidate must possess: -

- Grade 12 (Matric).
- An NQF Level 6 qualification in Marketing, Communications, Public Relations, Graphic Design or a related field.
- A minimum of 3–5 years' relevant experience in marketing, communications, public relations or graphic design.
- Experience using CRM software and marketing automation platforms.
- Proficiency in graphic design and content creation tools.
- A valid driver's licence.
- Experience within the aviation industry will be an added advantage

Competencies and Skills

The successful candidate should demonstrate:

- Strong marketing, branding, and communication skills.
- Knowledge of digital marketing, including SEO, SEM, email marketing, and social media management.
- Excellent content development, copywriting, and graphic design capabilities.
- Strong analytical, planning, and project management skills.
- Excellent interpersonal, networking, and stakeholder engagement abilities.
- Strong presentation, organisational, and time management skills.
- Ability to work independently and collaboratively within a team.
- High attention to detail and the ability to manage multiple projects simultaneously.
- Willingness to work long hours and travel occasionally for meetings, events, and industry engagements.

Key Responsibilities

The successful candidate will be responsible for:

- Developing and implementing marketing and communication strategies aligned with the organisation's objectives and market trends within the aviation sector.
- Conducting market research to identify new business opportunities, customer needs, and areas for market growth.
- Managing and strengthening the organisation's brand identity while ensuring consistent branding across all communication channels.
- Planning, coordinating, and executing integrated marketing campaigns across digital and traditional platforms.
- Monitoring, evaluating, and optimising campaign performance to maximise return on investment (ROI).
- Managing digital marketing initiatives, including website content, SEO, SEM, email marketing, and social media platforms.
- Designing and developing engaging marketing content and promotional materials for print and digital media.
- Building and maintaining strategic partnerships with key stakeholders and industry partners.
- Coordinating public relations activities and managing media relationships to enhance the organisation's visibility and

reputation.

- Organising and representing the organisation at industry events, exhibitions, trade shows, conferences, and networking opportunities.
- Managing marketing budgets to ensure cost-effective utilisation of resources and achievement of marketing objectives.
- Remaining informed of aviation industry developments, regulations, and compliance requirements affecting marketing activities.
- Ensuring that all marketing campaigns, communications, and promotional materials comply with applicable legislation, industry standards, and organisational policies.

Interested candidates must send their covering letter, comprehensive CV, certified copies of qualifications, ID document and driver's license, not older than 6 months to: The Senior Manager Human Resources, **Gateway Airport Authority Limited**, P.O. Box 1309, **POLOKWANE** 0700, Or Hand Delivery to: Registry Office at GAAL Old Terminal Building, Landros Mare Street/N1 North to Makhado, Gateway Weg, Polokwane, 0699 or e-mail applications to HR.Admin@gaal.co.za. Enquiries: Ms. Faith Moropana (087) 291 1074 or 087 291 1056 Closing date: 23rd October 2026 at 16h00. Failure to comply with the above requirements will lead to disqualification.

GAAL will not carry any related costs (Transport, accommodation or meals) for candidates attending interviews. Applicants should consider their application unsuccessful if no response is received within two months of the closing date. Shortlisted candidates will be subjected to suitable checks (Criminal records, credit records for employment background) and verification of qualifications. It is the applicants' responsibility to have foreign qualifications evaluated by South African Qualification Authority (SAQA) and to provide proof of such evaluation. GAAL reserves the right not to fill in the posts advertised. Canvassing of any GAAL officials and the Board will lead to disqualification.

POSTS ARE AVAILABLE AT WWW.GAAL.CO.ZA

THE **GATEWAY AIRPORTS AUTHORITY LIMITED** is an equal opportunity and affirmative action employer and to this extent conducts targeted recruitment for previously disadvantaged individuals.

The Employment Equity Plan of GAAL will apply in filling these positions. To this extend, we encourage females (Coloured, Indian and White), males (Coloured and Indian and people with disabilities to apply).