



The Performing Arts Centre of the Free State (PACOFS), a theatre, is a public entity of the National Department of Sport, Arts and Culture based in Bloemfontein.

Senior Manager: Marketing
Salary level: Patterson Grade D4
Twelve (12) Months Fixed Term Contract
Total Package: R953,088.75.

Job purpose: Reporting to the Chief Executive Officer, the successful candidate will be responsible for leading the theatre, audience development, marketing and communication functions and coordinating Public Relations and Media Relations programmes for the institution.

Summary of duties: • Develop sponsorships and commercial partnerships proposals to engage the private sector • Develop and implement theatre audience development and theatre productions marketing plans. • Develop and implement marketing and PR campaigns that drive ticket sales and space rentals. • Establish beneficial media partnerships. • Manage key stakeholder relations and engage them at a strategic level. • Plan and execute public awareness (media campaigns) activities • Manage theatre, audience development, marketing and communications units / staff • Develop and review relevant policies and standard operating procedures. • Support the Artistic Programme of the institution. • Take full responsibility for revenue generation annual plan utilising the institution's facilities. • Product/ services promotion, Media engagements, Branding and Corporate visibility events • Corporate communication and stakeholder culture studies. •

Minimum qualifications and experience: • Recognized NQF 8 Degree in Marketing, Theatre Management, Communication or similar. • A relevant master's degree will be an added advantage. • At least 5 years' experience in Communication and marketing in a commercial or theatre audience development environment. • Demonstrable experience in developing sponsorship proposals and experience in engaging potential funders.

Email the Senior Manager Marketing application to: vacancy1@pacofs.co.za

It is the responsibility of candidates with foreign qualifications to have them verified by the South African Qualifications Authority (SAQA) • PACOFS reserves the right not to make an appointment • Failure to submit all the requested documents may result in the application not being considered • PACOFS subscribes to the principles of Employment Equity • If you have not been contacted within three months after the closing date, please regard your application as unsuccessful.

All applications must consist of a letter of motivation, comprehensive CV, certified copies of qualifications and ID.

Enquiries: Clifton Karabelo Morake: Tel. No. 051 4477771
Cell No. 066 398 6632

Closing date: 03 July 2026