



*Universities South Africa (USAf) is a national body representative of the 26 public universities in South Africa (SA). Through lobbying and advocacy, USAf promotes and facilitates an optimal environment conducive for universities to function effectively and efficiently. Applications are invited for the **Marketing and Administration: Intern**. This position presents an exceptional opportunity for qualifying graduates to join Universities South Africa and help it achieve its growth targets.*

**MARKETING AND ADMINISTRATION
INTERN: ENTREPRENEURSHIP
TWELVE (12) MONTHS CONTRACT**

The Marketing and Administration Intern is responsible for administering, coordinating and supporting the marketing and communications initiatives within the Entrepreneurship Development in Higher Education (EDHE) Programme.

The role supports national EDHE objectives by supporting marketing functions linked to the maintenance and growth of the EDHE and SWEEP brand, supporting the coordination, production and publishing of communications for adequate partnership, stakeholder and programme activity promotion, supporting execution of online and in-person events, contributing to EDHE and SWEEP brand monitoring, evaluation and reporting, and fulfilling project, administrative and compliance requirements.

Requirements: • Minimum: Diploma in a relevant field (e.g. Marketing, Media, Public Relations, Communications or a related field) • Exposure to and basic understanding of graphic design software (e.g., Canva, Adobe Photoshop) • Exposure to and basic understanding of content management systems (e.g., Hootsuite, Buffer, Shopify) • Strong understanding of marketing principles and concepts • Familiarity with social media platforms and marketing tools

Competencies: Excellent written and verbal communication skills • Elementary computer literacy (MS Office, Adobe, Smartsheet) • Strong administrative and organisational skills • Excellent written and verbal communication skills

Behaviours and Attributes: Positive attitude open to learning and receiving instruction • High attention to detail and strong deadline management • Ability to work independently and in a team • Proactive problem-solving and decision-making ability • Collaborative, adaptable, and professional • Ability to work under pressure and manage multiple priorities • Commitment to confidentiality and ethical conduct

Key Performance Areas: **Marketing Campaign Support:** Assist in the development and execution of marketing campaigns across various channels, including social media, email marketing, and content marketing, to promote EDHE projects; Conduct market research and competitor analysis to identify trends and opportunities for enhancing EDHE's marketing efforts and reach; Monitor and analyse marketing campaign performance, providing insights and recommendations for optimisation to improve campaign effectiveness; Support the planning and executing of marketing events and promotions • **Content Creation and Management:** Create engaging content for social media platforms, blog posts, newsletters, and other marketing materials, ensuring alignment with EDHE's brand and messaging • Assist in content creation, scheduling, managing, and updating the company website and social media presence, ensuring content is current, relevant, and engaging • Assist with identifying and reaching out to potential social media collaborators, media partners, and influencers to expand EDHE's reach and impact. **Marketing Administration:** Assist in managing marketing databases, ensuring data accuracy

and completeness for effective marketing communication • Assist with content creation and scheduling across various platforms, ensuring timely and consistent delivery of marketing messages • Monitor and respond to social media comments, messages, and queries to enhance engagement and build a positive online community. **General Administrative Support:** Provide general administrative support to the EDHE team, including answering phones, managing correspondence, greeting visitors, and ensuring efficient office operations • Maintained and organised physical and digital files, ensuring accurate record-keeping and easy information retrieval • Schedule meetings and appointments, managing calendars and coordinating schedules for EDHE team members and stakeholders • Prepare reports, presentations, and other documents, ensuring accuracy, professionalism, and timely completion • Assist with data entry and management, ensuring accuracy and completeness for various EDHE projects and initiatives Order and manage office supplies, ensuring adequate inventory and cost-effective procurement Assist with travel arrangements and logistics for EDHE team members and stakeholders, ensuring efficient and cost-effective travel planning. **Project Support:** Collaborate with the marketing team on various projects and initiatives, contributing to the overall success of EDHE's marketing and communication efforts • Assist in developing and implementing marketing strategies to promote EDHE projects, ensuring alignment with project goals and objectives.

Interested candidates should please submit a letter of motivation and their CVs with the names and contact details of at least three traceable referees by close of business on **23 September 2026** to: recruitment@usaf.ac.za.

Correspondence will only be entered into with shortlisted candidates. If you have not been contacted within 30 days after the closing date, please consider your application as unsuccessful. People from designated groups, including those with disabilities, are encouraged to apply.

Universities South Africa reserves the right not to make an appointment.