

PROUDLY SOUTH AFRICAN



JOB PROFILE

Job Title:	Marketing Manager
Department:	Marketing and Communications
Reporting to:	Chief Officer: Marketing and communications

GENERAL SUMMARY

The Marketing Manager is responsible for the management and administration of the marketing component of the greater Marketing and Communications Department. He/she is responsible for developing and implementing marketing activities, defining and maintaining Proudly South African's marketing plan and managing regular advertising campaigns in line with approved business plan under direct supervision of the Departmental Executive Manager. The incumbent will be responsible for managing regular advertising campaigns (education and promotion), manage current and new brand building activities, develop and manage sectors specific marketing projects including executing approved marketing strategy.

The incumbent will champion and manage all the Campaign's marketing events including all stakeholders associated with this performance area.

ACCOUNTABILITY

The Marketing Manager manages all the Marketing activities, and all aspects of operations and administrations attached to this area. The incumbent will on daily basis report to the Chief Officer: Marketing and Communications who in turn may, from time to time, delegate some of her operational responsibilities to the Marketing Manager.

JOB DESCRIPTION

Duties and Responsibilities:

1. Development of the Proudly South African marketing annual operational plan as derived from the approved marketing strategy.
2. Evaluate effectiveness of marketing activities and recommend improvements
3. Contribute to the enhancement of Proudly SA's value proposition to its stakeholders.
4. As per approved plan, roll-out marketing events during national roadshows including across a range of media (including print and electronic media). This involves initial research, objective setting, developing marketing briefs, briefing agencies and other suppliers, overseeing the creative and production process, and monitoring and evaluating the results.
5. Liaising with marketing/advertising agencies regarding the conceptualization, design and the production of promotional materials, identifying and selecting promotional and advertising options, and disseminating such promotional materials in line with the objectives of the marketing campaigns.
6. Ensuring that marketing campaigns are effectively and efficiently executed in that the overall objectives are achieved, deadlines are met, and budgets are managed effectively.
7. Maintaining and developing both existing and new customer relationships, communicating with customers (newsletters, mail-shots); updating customer relationship management systems.
8. To ensure where possible that all marketing campaigns are tracked and monitored and attempt to source sponsorships for such campaigns.
9. To consult and work with the appropriate teams and staff members within Proudly South African to develop and build ownership of plans in order to ensure that implementation is seamless and integrated into relevant operational plans.
10. To be well informed of developments in the marketing industry by talking to other organizations, attending forums, following developments and monitoring and acting upon industry trends and best practices.
11. Provide necessary support to ensure fully functional e-commerce facility, including regular dissemination of information to members/the public/stakeholders/strategic partners through professional design of applicable publications and marketing collateral.

JOB SPECIFICATION

Requirements necessary for the job:

Necessary for position	
Qualifications	B. Degree in Marketing or equivalent and similar
Experience	<ul style="list-style-type: none"> • 5 years of experience in overall marketing areas • Extensive stakeholder relations management • Raising sponsorship
Knowledge	<ul style="list-style-type: none"> • A sound understanding and experience of developing marketing strategies and plans, initiating and conducting marketing campaigns and the processes involved in producing marketing materials. • An understanding and experience of how databases are utilized in effective marketing. • Demonstrates sound understanding of the features and benefits of the Proudly South African products and services and converses easily on the total product / service line. • Uses proficient knowledge of the market place to identify new business opportunities and potential threats. • Has a clear understanding of the direct and indirect contributions s/he makes to the company's bottom line. • Understands how the company's various products and services contribute to revenue generation. • Actively engages in learning about the market place, marketing trends and specific clients. • Excellent presentation skills • Project management

<p>Skills</p>	<ul style="list-style-type: none"> • Ability to plan and prioritize heavy workload and meet deadlines. • Must be able to work with different levels of people as a champion of marketing. • Relates the company's products and services to customer needs; promotes a sense of trust and confidence in the customer. • Is flexible and moves effectively from one situation to another, working with different individuals, teams and customers as well as different projects, environments and schedules. • Is able to effectively communicate with individuals or groups in both verbal and written formats. • Displays effective judgment, sound reasoning, knowledge and experience to come to a conclusion. • Is able to initiate action and mobilize others in order to accomplish specific business objectives within specific deadlines. • Ability to work with external agencies and suppliers including advertising agencies. • Displays a high level of detail consciousness, by closely monitoring work progress in order to produce the required results. • Schedule work efficiently by making optimum use of the time available. This includes the effective utilization of project plans, work schedules etc. • Displays logical thinking by breaking issues down into their essential parts and predicts cause and effect in a sequence of steps. • Is flexible and responsive; able to perform in a fast-paced, rapidly changing environment
<p>Commitments</p>	<ul style="list-style-type: none"> • Has a strong customer focus by being dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; talks and acts with customers in mind. • Is action oriented – enjoys hard work; is focused on getting things done and is full of energy for the things that they sees as challenging; seizes opportunities when they arise. • Displays a drive for results and can be counted on to achieve goals successfully; is constantly and consistently a top performer; is bottom line oriented; and steadfastly pushes self and others to achieve results.