



JOB ADVERTISEMENT:

Brand Manager – (Ref NO – BM2026)

The Proudly South African Campaign invites applications from suitably qualified candidates to apply for the position of a Brand Manager on a fixed term contract for 3 years reporting to the Chief Officer - Marketing and Communications.

REMUNERATION PACKAGE: R65 000.00 to R70 000.00 per month plus benefits.

MINIMUM REQUIREMENTS:

1. Diploma/Degree in Graphic Design/Brand management or equivalent qualification.
2. 3 to 5 years' experience in Brand management with proven experience in managing a brand management department.
3. Proficient in Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Canva, After effects, Premier pro, Adobe CS5 for Mac and other related graphic design software would be advantageous.
4. Drivers Licence, own vehicle and willingness to travel.

KEY ROLES AND RESPONSIBILITIES:

1. Management of the Brand Management Department.
2. Identify research needs, execute research and analyze research to identify opportunities.
3. Keep abreast on market trends and competitive activity.
4. Develop a brand management strategy for the organisation
5. Establish and maintain brand management budgets.
6. Define and manage the brand management communication using a variety of media.
7. Responsible for the development and messaging of the brand narrative.
8. Responsible for managing above and below the line, as well as direct marketing campaigns, from conceptualization to implementation.
9. Manage the designing of advertisements, direct marketing campaigns across a broad spectrum of target markets and coordinate the implementation.
10. Source and brief external suppliers on the projects related to the brand management unit.
11. Evaluate supplier proposals and make recommendations.
12. Manage external suppliers & agencies to produce materials within the budget & time schedule.
13. Responsible for the campaign's development of benefits, communication & delivery.
14. Developing project plans (specifying goals, strategies, staffing, identification of possible risks, contingency plans and allotment of resources for each phase).
15. Oversee brand management related projects (including meeting deadlines; determining cost targets; managing quality requirements & budget).
16. Distribute customer satisfaction surveys after each campaign/project and compile the feedback into reports.
17. Develop and manage the implementation of the branding plan for all marketing activities, events, exhibitions, etc.
18. Ad-hoc duties, as assigned.

Interested applicants that meet the minimum requirements should forward their CV in Ms Word or PDF format and quote the reference number in their subject line. CVs may be sent via email to cvs@proudlysa.co.za

Applications close on the 5 January 2026.

If you have not been contacted within two weeks after the closing date, please consider your application as unsuccessful. Correspondence will be limited to short-listed candidates.

Proudly South African reserves the rights not to fill this position.