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Project Name						Project Phase		1		2	x
	Senior Marketing Manager					Department		Marketing & Sales			
Recruitment Sources	Internal / External Recruitment	x	Collaboration Partners		Professional Institutes		Employment Agencies	x	Consulting SP		
No Required of Positions		Numbers of Hours required				Period required for		12 months			
		Starting Date				End Date					
Job Grade	D4	Salary Range									
Comment	Stakeholder Manager converted to Senior Marketing Manager										
Job Function & Key Performance Areas	Job Function: <div><div>1.</div><div>Develop and execute marketing campaigns and strategies across a variety of channels to help increase brand awareness and drive sales.</div></div> <div><div>2.</div><div>Partner with the internal stakeholders to develop a marketing budget and overall growth strategy.</div></div> <div><div>3.</div><div>Scope and manage the work performed by the marketing team.</div></div> <div><div>4.</div><div>Prepare, manage, and report monthly/quarterly metrics to provide performance insights and identify areas of opportunity.</div></div> <div><div>5.</div><div>Identify and execute partnerships with both Public and Private Sector to help grow the company's market presence and business.</div></div> <div><div>6.</div><div>Oversee marketing campaigns in line with the objectives of the company and the approved budget for lead generation and sales.</div></div> <div><div>7.</div><div>Monitor all marketing initiatives to ensure alignment to project and company strategy, in response to market dynamics and consumer needs.</div></div> <div><div>8.</div><div>Manage agency relationships to deliver the best creative results.</div></div> <div><div>9.</div><div>Monitor marketing spend to ensure Return on Investment (ROI).</div></div> <div><div>10.</div><div>Understand current services offered both internally and externally.<div><div>•</div><div>Analyse customer demand and new technology trends to inform the types of products to be initiated and developed.</div></div><div><div>•</div><div>Develop a Product Development Pipeline to track the status of various initiatives.</div></div><div><div>•</div><div>Convene and manage all deliberations of the Product Development Committee.</div></div></div></div>										


- Produce reports on status of product development initiatives and submit to relevant committees for approval.
- Initiate new products/ services through the Product Development Process.
- 11. Strengthen the brand in-line with the new projects.**
 - Create brand/ product awareness of new products to internal and external stakeholders.
 - Compile presentations for internal and external project brand/product launch.
 - Compile content for brochures/ flyers.
 - Request for Pricing Committee meetings to discuss the pricing.
 - Determine the process side of introducing the product e.g. can it be built, service insurance,
- 12. Manage Existing Products and Services Portfolio**
 - Analyse current performance of the products services through tracking statistics and life-span of the existing portfolio of products and services
 - Inform on whether the product /service is declining and initiate the way forward to phase-out or identify value-add to create greater awareness of product/ service.
- 13. Maintain Stakeholder Relationships**
 - Chair the Product Development Committee
 - Review and approve minutes of the Product Development Committee
 - Liaise with Key Account Managers to gauge product needs.
 - Liaise with Market Intelligence in the commissioning of specific products and services research.
 - Engage with Network Engineering for Technical Service Descriptions, product trials and proof of concept (POC).
 - Participate as a member of the Pricing Committee to advise on product I service pricing.

Key Performance Areas:

- Marketing Strategy
- Stakeholder relationship with public and private sector
- Branding
- Competitor Analysis
- Advertising and Events

Key Competencies:

- Proven marketing and communications experience at a similar level

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	<ul style="list-style-type: none"> • Good understanding of the South African telecommunications market <p>Key Attributes:</p> <ul style="list-style-type: none"> • Excellent management and planning capabilities • Excellent communication skills • Impeccable attention to detail • Able to think strategically.
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Competencies (Min Requirements)

Qualifications: Degree or equivalent in Marketing Management, Commerce or Business Management qualification.	Experience: The Marketing Manager will be a dynamic and results oriented professional with - <ul style="list-style-type: none"> • more than 5 years' experience in a similar role. • preferably at least 3 years' experience within the broadband/ ICT/ telecommunications industry. • proven track record of delivering business results and successful team management. 	Personal Attributes <ul style="list-style-type: none"> • Innovative • Initiative • Collaboration • Customer-focussed • Proactive
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Other Conditions	Travelling	<input checked="" type="checkbox"/>	Extra hours		Deployment / Relocate	
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APPROVAL

Current Line		Signature:	
Human Resource Representative	Name:	Signature:	Date:
Authorised by (Divisional Executive)		Signature:	
Programme Management Officer	Name: Sivuyile Peter	Signature:	Date: 20 Sep 2023
Executive: Human Resource	Name:	Signature:	Date: