

Broadband Infraco

JOB DESCRIPTION

1. POSITION DETAIL

JOB TITLE	Chief Sales & Marketing Officer	JOB GRADE	E-Upper
JOB CODE	C0600001		
DEPARTMENT	Chief Sales & Marketing Officer		
DATE REVIEWED	November 2024		
LOCATION	Radiokop		
EMPLOYMENT STATUS	Permanent		
JOB DESCRIPTION SUMMARY (PURPOSE OF JOB STATEMENT)			
- Determine the long-term strategic objectives of the business in conjunction with the other Exco members. - Ensure business growth through directing and managing marketing, sales and customer relationship management activities to ensure these are delivered in accordance with the organizational strategy. - Plan, direct and manage marketing, sales, account management and product development activities. - Direct the achievement of the marketing, sales, customer management and product development functional objectives, through the leadership of the division by setting clear objectives to maximize individual, divisional, and departmental performance.			
POSITION IN THE ORGANISATION			
2 ND LEVEL LINE MANAGER	Board		
1 ST LEVEL LINE MANAGER	Chief Executive Officer		
POSITION JOB TITLE	Chief Sales and Marketing Officer		
1 ST LEVEL SUBORDINATES	- GM. Sales x1 - Pricing Specialist x1 - Snr Manager Stakeholder Relations x1		
2 ND LEVEL SUBORDINATES	- Senior Manager Key Accounts x5 - Manager: Sales Accounts x2 - Product Manager x1 - Brand Specialist x1 - Co-ordinator: Sales Operations x1		

2. POSITION DESCRIPTION

MAIN OUTPUTS AND RESPONSIBILITIES FOR THIS POSITION – <i>(Please provide a short description under each heading/output)</i>	TIME SPENT
1. Development of the Divisional Strategy • Develop the strategy for the Marketing and sales division and ensure that it is aligned to the company Corporate Plan. • Contribute to the development and refinement of the company's vision and strategy. • Support the overall process of management and corporate decision-making to ensure the company maximizes its short, medium and long-term profitability and shareholder returns. • Review, and report on the marketing and sales division's strategy. • Ensure the strategic objectives are well understood and executed by managers within the division. • Ensure compliance to governance requirements in the division at all times. • Formulate pricing strategy. • Develop Product strategy to enable a diversified product portfolio.	25%
2. Revenue Management • Develop Revenue Management Policy. • Develop Pricing Strategy and associated Discount Policy. • Drive the achievement of sales targets the GM sales. • Conduct competitor, market, micro and macro environment and pricing analysis. • Impact the profitability of the company through ensuring strategic and tactical management decisions and new business development results. • Lead the sales team in sourcing managing and implementing new business opportunities. • Commission primary and secondary research to inform the position of the company.	20%
3 Brand Equity and Corporate Reputation • Act as the main custodian of Broadband Infracore corporate identity and key driver for all communications.	15 %
TOTAL	100 %

MAIN OUTPUTS AND RESPONSIBILITIES FOR THIS POSITION – <i>(Please provide a short description under each heading/output)</i>	TIME SPENT
• Position Broadband Infraco as thought leader in the sector. • Oversee implementation of media relations strategies. • Develop a messaging strategy for all platforms of communication. • Proactive and impactful engagement of various media platforms and including digital, through the line and below the line interventions. • Ensure proper and effective interface between the company and DTPS. • Maintain healthy relationships with critical industry bodies-regionally and locally eg. SAIA, SACF, WAPA, ISPA, Open-Source Forum. • Liase and build relationships with a range of stakeholders e.g., staff, customers, suppliers, partners and regulatory/ official bodies. • Manage corporate reputation through sound stakeholder management strategies. • Develop and lead the branding strategy of the company locally and internationally. • Oversee the planning and the production of marketing material. • Ensure efficient and effective marketing, advertising and promotional planning. • Maintain and Develop organizational culture, values and reputation in its markets and with all staff, customers, suppliers, partners and regulatory bodies.	
4 Customer Relations Management • Develop and maintain relationship with key customers of the company. • Ensure mutually beneficial MSA. • Oversee, marketing, promotion, delivery and quality of services – services delivery management. • Proactively manage and increase client satisfaction. • Drive customer adoption and education of product and service capabilities. • Conduct and analyse customer satisfaction surveys.	

5 Financial Management and Governance • Develop, manage and review the budget for CMSO division and present a yearly budget for board approval. • Manage resources within the budgetary guidelines according to company policy and within ethical corporate governance guidelines. • Ensure compliance to PFMA, Treasury regulations, procurement and supply chain management. • Develop of policies, procedures and processes for the department.	10%
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MAIN OUTPUTS AND RESPONSIBILITIES FOR THIS POSITION – <i>(Please provide a short description under each heading/output)</i>	TIME SPENT
6 People Management • Lead and manage staff members in the Marketing and sales department. • Ensure that sufficient staff is available and properly trained. • Recruit staff members for the division. • Prepare performance management contracts on an annual basis. • Provide coaching mentoring and guidance to reporting staff. • Identify any training requirements in reporting staff and ensure that these requirements are met. • Ensure that managers skills and knowledge are updated regularly. • Guide staff in career development. • Address any disciplinary and grievance issues. • Create succession plans for direct reporting staff. • Develop and lead the branding strategy of the company locally and internationally. • Oversee the planning and the production of marketing material. • Ensure efficient and effective marketing, advertising and promotional planning. • Maintain and Develop organizational culture, values and reputation in its markets and with all staff, customers, suppliers, partners and regulatory bodies.	
TOTAL	100 %

3. JOB EVALUATION CRITERIA

A) KNOWLEDGE AND SKILLS	
FORMAL EDUCATION	• B degree in Marketing or equivalent. • Postgraduate Business Management qualification
TECHNICAL CERTIFICATION	• N/A
EXPERIENCE	• Ten Years experience in marketing and sales in a telecommunications or related service industry, with a solid customer relations management. • Five years' experience in people management. • Five years' experience in senior management role. • Demonstrated excellence in the fields of marketing sales, customer relationship management and product development. • Demonstrated expertise in the building, growing and servicing of a business and the management of a team at a professional level. • Commercial experience in running a business unit. • Management and leadership knowledge and experience adept at prospective, funnel management and closing business. • Must be a strong team player with a commitment to value-based leadership. • Self-starter with experience and desire to acquire New Business.

B) DECISION MAKING

What are the most regular and complex challenges in the job? Please provide a couple of examples of regular problems that need to be resolved and not ad hoc scenarios or cases. Also indicate how these problems or challenges will be resolved.

- Developing international business in future leveraging business networks to open up new marketing opportunities.
- Positioning Broadband Infracore in the market through branding and advertising strategies.
- Developing a new team to carry the marketing strategy for Broadband Infracore Forward.

Please name the resources utilised by the jobholder to solve problems or make decisions:

- Business strategy, expertise in branding and advertising -agencies and consultants, networks in the industry, latest research.

Please provide the typical planning cycle of the job-macro as well as micro planning e.g. macro -3 to 5 years and micro 1 year. Also provide examples to elaborate on the answer.

- Planning is strategic -3 to 5 years ahead.
- Given the nature of the work, impact of judgement calls will be felt in the longer term.

What type of practices, procedures, policies, systems or outputs does the jobholder influence or change in his/her role as a professional/technical consultant specialist-operational, tactical or strategic? Please apply the 60/40 rule and provide examples to elaborate on answer.

- Develops and influences the development of practices, procedures, policies, systems or outputs in the marketing and sales environment from a strategic perspective.

Strategic – 85%

Tactical- 15%

C) ACCOUNTABILITY

What type of decisions can the jobholder take within his/her area of accountability and what type of decisions will typically be referred to the direct manager for sign off? Please provide a couple of examples of regular decisions/problem solving or judgement calls and not ad hoc scenarios or cases.

Jobholder accountability

- Recommends policies procedures and plans.
- Quality of work.
- Reporting/documentation.
- Develops relevant policies and procedures.

Referral to line Manager for approval

- Leave.
- Escalation of technical procedures and plans.

D) COMMUNICATION

Please provide examples on the context, range and complexity of subject matters being communicated by the jobholder as well as the context, format and process of communication used to reach the target audience. Please refer to both verbal and written communication.

(Concentrate on issues that make the communication process complex e.g. communicating information to an audience that is not familiar with the concepts and technology, Communicating an audience that has their own opinions and the subject matter is of such a nature that no single interpretation can definitely be shown to be correct and the best practice is etc.)

- Communicates across all levels, but particularly at senior levels within the organisation, presenting on sales and marketing strategy to the board, influencing synergies across divisions at peer level.
- Communicates branding and advertising requirements to agencies and consultants.
- Networks within the industry in order to leverage sales and marketing opportunities.
- Interfaces with clients to establish their requirements and ensure these are taken into account in sales and marketing strategies and plans.

4. COMPETENCIES (SKILLS, KNOWLEDGE & / PERSONALITY ATTRIBUTES)

1. Public finance Management Act and all other applicable legislation.
2. Strategic capability and leadership
3. Shared values.
4. King iii on corporate Governance.
5. People Management and Empowerments.
6. Ability to Motivate others.
7. Broadband Policy for South Africa.
8. Reporting.
9. Influencing.
10. Knowledge of Business and Management Principles.
11. Change Management.
12. Accountability
13. Best practices in marketing and sales.
14. Communication
15. Honest and Integrity.
16. Planning
17. Client Orientation and customer focused.
18. Creativity and Innovation
19. Ability to work collaboratively.
20. System thinking.
21. Hands-on management style.
22. Business transformation.
23. Penchant for being proactive.
24. Sound commercial skills
25. Good project and time management skills.
26. Strong analytical skills.
27. Organisational skills.
28. Coordinating skills.

- May be required to work long hours.
- Should be willing to travel.
- Driver's license.

APPROVED BY DIRECT LEADER

Signature:  _____ Date: 30 Jan 2024 _____

APPROVED BY DEPARTMENTAL EXECUTIVE

Signature:  _____ Date: 30 Jan 2024 _____

CONFIRMED BY HR EXECUTIVE

Signature: _____ Date: _____

SIGNED BY INCUMBENT

Signature: _____ Date: _____