

Job Specification

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| Job Title | Marketing and Advertising Officer |
| Category | Permanent Position |
| Division | Office of the CEO |
| Reporting To | Senior Manager: Marketing |
| Job Level | Paterson Grade D1 |
| Job Purpose Statement | To enhance the Dube TradePort brand and sub-brands through the development, management and co-ordination of creative campaigns in line with the marketing plan. To conduct digital content management and development, including external marketing and internal communication. To conduct brand management and maintain brand integrity across all platforms. |
| Key Performance Areas | <p>Strategic planning, development and coordination of marketing campaigns in support of the marketing plan</p> <ul style="list-style-type: none"> ● Assessment and interpretation of business requirements to ascertain where strategic marketing campaigns or marketing support can effectively aid outcomes ● Strategic campaign development, ensuring alignment of campaigns to the relevant division objectives and to the Marketing APP targets ● Research various options and decide on the most suitable way to implement campaigns ● Development of multiple campaign strategies, action plans, timelines, responsibilities and budget ● Driving and project management of planned campaigns ● Management of tactical day-to-day campaign deliverables, including communication between relevant parties, problem solving issues and decision-making where multiple solutions prevail ● Pushing the boundaries with additional strategic outputs in order to ensure maximum effectiveness of the campaign ● Completion of planned campaigns within budget <p>Management and design of marketing outputs in support of marketing objectives</p> <ul style="list-style-type: none"> ● Knowledge and understanding of good graphic design principles, creative direction and conceptual thinking ● Development of graphic design and creative outputs that form part of campaigns, relevant to branding, advertising or eventing needs ● Creation of effective sales and/or niche communication tools |

- Design and development of staff communication for digital channels such as email and intranet, as well as offline channels
- Conceptualisation and/or design of internal communication tools to support other divisions (e.g. CSI, Environment and Wellness campaigns)
- Efficient creation of new and effective designs for ad-hoc/impromptu business requirements, with a matter of urgency if required (e.g. signage, sub-brands, direct communication)
- Research, conceptualisation, and drafting of proposals and relevant mock-ups for new project pitches
- Creation of accurate and detailed briefing documents for specific work to be conducted by external suppliers or junior employees, taking into account the scope of work, budget, deadlines and alignment to the relevant campaign plan
- Art direction, project management and tracking of outsourced projects, ensuring deadlines are met and quality of work is maintained
- Management of the professional design and production of company reports and brand awareness outputs
- Review, feedback and comprehensive critique provided on briefed creative work to ensure effective final outputs and alignment with project brief and campaign objectives
- Management of day-to-day communication and feedback between DTPC and suppliers
- Liaison between supplier and end user for outsourced work created for other divisions, ensuring requirements are met and approvals provided
- Ensuring relevant guidelines and policies are adhered to (e.g. brand manual, signage guidelines, municipal approvals conducted by other divisions, etc.)

Brand management and corporate identity implementation

- Management of the DTPC brand and sub-brands, ensuring all communication avenues are branded effectively and consistently
- Corporate identity management and maintenance, including implementation of brand manual across outputs and communication of branding guidelines to employees, ensuring brand integrity is maintained across all media

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| | <ul style="list-style-type: none"> ● Creation of branded internal and external communication tools, such as templates, documents, presentations, reports, newsletters, etc. ● Support for other divisions, including presentation and document branding or formatting, illustrated maps and updates thereof, and other ad-hoc or critical assistance required to ensure consistent and professional communication |
| Digital content management and online domains | <ul style="list-style-type: none"> ● Knowledge and understanding of requirements for developing and implementing online content, including relevant technical expertise such as HTML, SEO (search engine optimisation) and UX Design (user experience) ● Regular review and assessment of DTP website, identifying areas for optimisation and campaign integration ● Content management of DTP website via online content management system ● Content gathering for DTP website from each division, implementing regular updates ● Tracking, comparing and reporting of website hits monthly, quarterly and annually, including review of website analytics and reporting on any problem areas or opportunities ● Assessing trends and requirements, and implementing the development of new and relevant functions on the DTP website ● Researching new opportunities in order to propose methods to push users to the DTP website (e.g. PPC, display advertising, social media, etc.) ● Management of electronic billboard content, ensuring client artwork is to spec, providing feedback or edits when required, and uploading and managing content as per the schedule ● Management of internal and external email marketing communication (e.g. newsletters, notices, campaign messages, press releases) ● Development of HTML communication materials where relevant ● Utilisation of online communication platform for distribution and tracking of email communication when relevant ● Management and optimisation of digital photos, ensuring suitable photos are accessible for different |

**Qualifications,
Knowledge,
Skills and
Competencies
Required**

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| | <p>business requirements and keeping the digital photo library and shared folders up to date</p> <ul style="list-style-type: none"> ● Assistance with or content development for other online platforms, such as intranet, social media and micro-sites |
| Administration of financial tracking, contract and SLA management, and reporting | <ul style="list-style-type: none"> ● Submitting and approval of comprehensive reports per campaign ● Contract and SLA management of suppliers that provide long term professional services such as concept, development and implementation, e.g. advertising agency and web developers ● ToR and contract management of relevant outsourced RfQ's/RfP's for smaller Marketing and Advertising jobs (e.g. photography, printing, billboard software) ● Receiving and assessing quotes and invoices from relevant suppliers, ensuring accuracy, tracking each item, following-up when required, and budget tracking and CFMT creation for all invoices ● Writing and submission of memorandums for contract addendums, when required ● Converting the annual marketing operational plan in to a budget tracking tool to accurately track and report on all expenditure against the operational plan ● Management of Marketing portfolio of evidence file for quarterly and annual reporting ● Ad-hoc administration and reporting, and assistance of Senior Manager: Marketing report generation and dashboards |
| | <ul style="list-style-type: none"> ● Bachelor's degree (in Graphic Design / Advertising) ● Additional specialisations or courses completed that enhance the key performance areas, e.g. Digital Marketing Strategy, UX Design, Adobe certifications etc. ● 3-5 years brand management and advertising experience ● 3 years experience in Graphic Design with proficiency in the following software: <ul style="list-style-type: none"> ○ Adobe Photoshop ○ Adobe Illustrator ○ Adobe InDesign ○ Adobe Dreamweaver (or other HTML development tool) ○ Microsoft Office Suite ● Experience with additional design, video editing or animation software would be an added benefit (e.g. Adobe After Effects) ● 3 years experience in web design and development, including experience in user experience design, search engine optimisation (SEO), |

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| | <p>content management systems (CMS), Google Analytics and digital marketing</p> <ul style="list-style-type: none"> ● Strong design skills ● Great attention to detail and an eye for well-balanced design ● Excellent interpersonal and communication skills, verbal and written ● Strong presentation and writing skills ● Strategic and creative thinker ● Strong organisational and planning skills with a sense of responsibility and accountability ● Ability to clearly communicate critique of work ● Ability to self-manage and make decisions ● Ability to multi-task, problem solve and devise solutions |
| Opening Date | 25 August 2019 |
| Closing Date | 8 September 2019 |
| Employment Equity | Preference will be given to African Female candidates and/or candidates with disabilities, as per DTPC's Employment Equity Plan. |
| Recruitment and Selection Process | <p>The process will consist of the following steps:</p> <ul style="list-style-type: none"> ● Shortlisting of CVs based on minimum requirements of the role; ● 1st Round Panel Interview; ● Psychometric Assessment/s; and ● Verification Checks. |
| Verification Checks | <p>The following verification checks will be conducted:</p> <ul style="list-style-type: none"> ● Criminal; ● Credit (position of trust) and Financial dealings, if relevant to position; ● Qualifications; ● Reference Checks; ● South African citizen; and ● Positive verification of current remuneration package. |
| Remuneration and Benefits | <p>R542,496 – R813,808 Annual Package on a total cost to company basis.</p> <p>Cellphone allowance of R800 per month.</p> <p>Non-guaranteed performance bonus.</p> <p>22 Working days leave per annum.</p> |
| Application Forwarding Details | HR@dubetradeport.co.za |