

# Job Specification

Job Title	Senior Manager: Marketing
Category	Permanent Position
Division	Office of the CEO
Reporting To	Chief Executive Officer
Job Level	Paterson Grade D4
Job Purpose Statement	<p>To manage the Dube TradePort brand, and sub-brands and associated brands, through marketing, advertising, events, PR and communications - ensuring the brand's integrity is maintained across all product lines while the perceived brand momentum is continually increased.</p>
Key Performance Areas	<p><b>Develop and implement the brand and marketing strategy for DTPC</b></p> <ul style="list-style-type: none"> <li>● Develop and implement an annual brand, communications and campaign strategy to support DTPC's 5-year strategy and objectives</li> <li>● Develop and implement annual APP targets</li> <li>● Develop and implement an annual marketing operational plan that:                             <ul style="list-style-type: none"> <li>○ Provides a comprehensive framework for the implementation of campaigns and activities</li> <li>○ Provides direction for all relevant members of the team/ organisation</li> <li>○ Translates the sub-brands' business goals in to marketing objectives in order to support their needs</li> <li>○ Outlines campaigns to support all DTPC business sectors, these include the:                                     <ul style="list-style-type: none"> <li>○ DTPC mother brand</li> <li>○ Dube Cargo Terminal and Dube AiRoad</li> <li>○ Dube AgriZone and Dube AgriLab</li> <li>○ Property: Dube TradeZone and Dube City</li> <li>○ Dube iConnect</li> <li>○ Dube TradePort IDZ/SEZ</li> <li>○ Air Services (Route Development and Airline Support)</li> <li>○ Dube TradePort services (e.g. CSI, Environment, etc)</li> </ul> </li> <li>○ Allocates and tracks budgets for all activities</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Allocates and tracks timeframes and deadlines for all activities</li> </ul>
	<ul style="list-style-type: none"> <li>● Is referred to and updated throughout the year</li> </ul>
<b>Manage the marketing division and suppliers/contracts to ensure efficiency in all operations</b>	<ul style="list-style-type: none"> <li>● Manage the Marketing team to ensure all APP and division targets are met effectively</li> <li>● Prepare and manage the marketing budget and other divisions' marketing budgets. Track and report on these monthly, quarterly and annually</li> <li>● Track and report on the division's achievements through monthly and quarterly APR's, dashboards and campaign feedback reports</li> <li>● Contract and SLA management of suppliers</li> </ul>
<b>Manage the Dube TradePort brand and sub-brands, ensuring increased brand awareness and increased perceived brand momentum</b>	<ul style="list-style-type: none"> <li>● Increase perceived momentum through relevant key, strategic press coverage, with oversight to: <ul style="list-style-type: none"> <li>– Ensure press releases are distributed for major DTPC achievements and milestones</li> <li>– Ensure that PR reports are tracked and identify PR opportunities to leverage from</li> </ul> </li> <li>● Ensure a certain amount of strategic press / media coverage is published in the year</li> <li>● Increase awareness and perceived momentum through participating in strategic events, with oversight to: <ul style="list-style-type: none"> <li>○ Ensure a calendar of strategic events, for DTPC to participate in, is developed</li> <li>○ Ensure strategic events are supported with tactical brand media activations</li> <li>○ Secure DTPC speaker opportunities in a certain number of strategic events</li> <li>○ Prepare messages and content for strategic events or material where needed (for example, speeches, speaker briefing notes, presentations, foreword, messages of support for written or verbal communication)</li> </ul> </li> <li>● Provide opportunities for DTPC to engage with key stakeholders (e.g. tenants, potential clients, community, government, media, etc)</li> <li>● Ensure that DTPC's brand integrity is maintained across all product lines with: <ul style="list-style-type: none"> <li>○ Strict brand management in alliance with the brand manual</li> </ul> </li> </ul>

- The execution of relevant and impactful marketing activities and material
- Marketing support that meets the business objectives of the organisation and sub-brands/divisions
- Marketing support for stakeholders where needed
- Oversight of the Electronic Billboards sales and operations

### **People Management**

- Manage and motivate staff to achieve maximum performance by training, mentoring & skills development
- Ensure all Job Descriptions, Performance Agreements and Performance Assessments for staff are compiled, completed and finalised timeously
- Plan for and manage all recruitment needs for the Marketing Department
- Ensures that the working environment contributes to improving staff morale and increasing productivity
- Provides leadership that demonstrates the values of DTPC

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

- Bachelor's degree (Marketing / Brand Management)
- 5-10 years brand management and marketing experience
- 5 years experience management and leadership
- 3-5 years experience working with the PFMA
- 5 years experience in the following fields:
  - Creative / Art Direction
  - Event management
  - PR and Communications
  - Online and web development
  - Project Management
- Experience in Graphic Design and knowledge of the following software would be beneficial:
  - Microsoft Office Suite
  - Photoshop
  - Illustrator
  - InDesign
  - Dreamweaver
  - After Effects
  - Flash
- Excellent interpersonal and relationship building skills
- Strong presentation skills
- Strategic thinker and creative marketer
- Good leadership skills
- Good planning and organisational skills
- Excellent written and verbal communication skills

<b>Opening Date</b>	25 August 2019
<b>Closing Date</b>	8 September 2019
<b>Employment Equity</b>	Preference will be given to African Female candidates and/or candidates with disabilities, as per DTPC's Employment Equity Plan.
<b>Recruitment and Selection Process</b>	<p>The process will consist of the following steps:</p> <ul style="list-style-type: none"> <li>● Shortlisting of CVs based on minimum requirements of the role;</li> <li>● 1<sup>st</sup> Round Panel Interview;</li> <li>● Psychometric Assessment/s; and</li> <li>● Verification Checks.</li> </ul>
<b>Verification Checks</b>	<p>The following verification checks will be conducted:</p> <ul style="list-style-type: none"> <li>● Criminal;</li> <li>● Credit (position of trust) and Financial dealings, if relevant to position;</li> <li>● Qualifications;</li> <li>● Reference Checks;</li> <li>● South African citizen; and</li> <li>● Positive verification of current remuneration package.</li> </ul>
<b>Remuneration and Benefits</b>	<p>R912,235 – R1,368,351 Annual Package on a total cost to company basis.</p> <p>Cellphone allowance of R1,050 per month.</p> <p>Non-guaranteed performance bonus.</p> <p>25 Working days leave per annum.</p>
<b>Application Forwarding Details</b>	<a href="mailto:HR@dubetradeport.co.za">HR@dubetradeport.co.za</a>