

VACANCY

ROLE PROFILE

Role title	Marketing Manager
Location	Paulshof Head Office

ROLE SUMMARY

The key role of the Marketing Manager is to design and implement the Itec Group Marketing Strategy.

KEY WORK OUTPUT AND ACCOUNTABILITIES

- Maintain marketing portfolio including public relations, develop and implement integrated marketing strategy, demand creation, lead generation, creative, dealer and partner channel.
- **Marketing Strategy and Demand Creation**
 - o Develop and implement marketing strategy
 - o Manage the marketing budget and ROI
 - o Manage the CRM platform and lead generation plan
 - o Design, develop and maintain company marketing material and website
 - o Design and manage the digital & social media marketing strategy
 - o Create a nationwide integrated marketing communications plan
 - o Manage and co-ordinate all marketing, advertising and promotion activity
 - o Manage the productivity of the marketing plans and projects
 - o PR and Media Plan Management
 - o Manage web content
 - o Ensuring marketing material complies with CI requirements
 - o Brand Management
 - o Monitor and analyse competitors
 - o Implement consistent brand and marketing communications across the whole dealer network
 - o Suggest new marketing ideas and develop new marketing material as required
- **Event Management**
 - o Golf Days, Client entertainment, Trade events, Partner & Sales conferences planned and implemented to maximize ROI.
- **General marketing activities**
 - o Internal and External marketing activities, including CSI activities.

SKILLS PROFILE

EDUCATION

Qualifications:

- Bachelor's Degree in Marketing Management

Skills:

- Conceptual and analytical
- Attention to detail
- Deadline driven
- Ability to work under pressure
- Exceptional Communication skills
- Outcome orientated
- Excellent relationship building skills

WORK EXPERIENCE

- At least 5-8 years B2B marketing experience, preferably in the ICT sector
- Experience in managing a team
- Experience in successfully managing key supplier relationships and partner relationships
- Successful history in online marketing
- Experience in events and trade marketing

KNOWLEDGE

- MS Office (Word, Excel, Outlook, Power point)
- Knowledge of office automation products and their functionality and specifications

KEY ATTRIBUTES AND COMPETENCIES

- Customer focused
- Integrity & honesty
- Do it now culture
- Confident
- Decision maker