



#### VACANCY

<b>REFERENCE NR</b>	:	<b>VAC00504</b>
<b>JOB TITLE</b>	:	<b>Lead Consultant Marketing Operations</b>
<b>JOB LEVEL</b>	:	<b>D3</b>
<b>SALARY</b>	:	<b>R 724 276 – R 1 086 415</b>
<b>REPORT TO</b>	:	<b>Senior Manager Marketing</b>
<b>DIVISION</b>	:	<b>Corporate Affairs and Strategic Management</b>
<b>DEPT</b>	:	<b>Marketing</b>
<b>LOCATION</b>	:	<b>SITA Erasmuskloof</b>
<b>POSITION STATUS</b>	:	<b>Permanent (Internal &amp; External)</b>

#### Purpose of the job

To drive internal and external brand management through various campaigns in order to create and maintain a vibrant and positive corporate image. To drive, plan and coordinate corporate and business events management in conjunction with the other functional areas in the marketing unit to ensure that they are successfully hosted and promote SITA brand and services. To facilitate and coordinate the planning and provisioning of marketing support for all provincial offices.

#### Key Responsibility Areas

- Develop and implement short- and long-term internal marketing strategy considering strategic direction and objectives of SITA
- Develop, maintain and review of brand and event management methodologies and techniques
- Develop and implement strategies to empower SITA employees as effective brand ambassadors. In order to improve understanding of the SITA brand ie. HR, Products & Services, CRM.
- Improve and monitor brand awareness and brand confidence by consistently carrying out brand surveys
- Oversee the development of branding materials and publications
- Drive and manage the SITA's brand in order to improve understanding of the brand by ensuring internal and external stakeholders know, understand and can associate with the brand
- Develop and manage the SITA events calendar and use SITA's marketing and public relations platforms to promote the SITA brand
- Plan, execute and improve events internally and externally in order to meet business needs
- Coordinate and manage relationship with vendors to ensure adherence to the agreed and signed SLA
- Oversee the acquisition and issuing of promotional items and any other material needed in events and for all other platforms created or used for the promotion and positioning of the SITA services and brand management
- Monitor, control and oversee events logistics
- Planning and management of all regional marketing activities in line with the regional business requirements.

## Qualifications and Experience

**Minimum:** Bachelor's Degree/BTech in Marketing or Events Management or Brand Management.

**Experience:** 7-8 years' experience in in Brand and/or Events Management, with at least 5 years as a Manager/Specialist in Corporate or Public Sector.

## Technical Competencies Description

**Knowledge of:** Brand Management principles, theory and practices; Brand Management methodologies and processes; E-media platforms, tools and methodologies; Events Management; Customer relationship management; Stakeholder relations management; Research and survey tools and methodologies; Communications or media relations principles, theory and practices; Internal communications methodologies and processes; E-media platforms, tools and methodologies; Customer management; Research and survey tools and methodologies. Project management will be an added advantage. Attention to details

## Other Special Requirements

N/A.

## How to apply

Kindly forward your CV to: [Malebo.recruitment@sita.co.za](mailto:Malebo.recruitment@sita.co.za)

**Closing Date: 30 September 2021**

## Disclaimer

SITA is an Employment Equity employer and this position will be filled based on Employment Equity Plan. Correspondence will be limited to short listed candidates only. Preference will be given to members of designated groups.

- If you do not hear from us within two months of the closing date, please regard your application as unsuccessful.
- Applications received after the closing date will not be considered. Please clearly indicate the reference number of the position you are applying for.
- It is the applicant`s responsibility to have foreign qualifications evaluated by the South African Qualifications Authority (SAQA).
- Only candidates who meet the requirements should apply.
- SITA reserves a right not to make an appointment.
- Appointment is subject to getting a positive security clearance, the signing of a balance score card contract, verification of the applicants documents (Qualifications), and reference checking.
- Correspondence will be entered to with shortlisted candidates only.
- CV`s from Recruitment Agencies will not be considered.
- CV's sent to incorrect email address will not be considered