



VACANCY

REFERENCE NR	:	VAC00738
JOB TITLE	:	Lead Consultant Strategic and Digital Marketing
JOB LEVEL	:	D3
SALARY	:	R 724 276 – R 1 086 415
REPORT TO	:	Senior Manager Marketing
DIVISION	:	Corporate Affairs and Strategic Management
DEPT	:	Marketing
LOCATION	:	SITA Erasmuskloof
POSITION STATUS	:	Permanent (Internal & External)

Purpose of the job

To drive, plan and coordinate product, service and digital marketing management in conjunction with the brand management unit to promote SITA services in SITA developed and sponsored platforms.

Key Responsibility Areas

- Develop, implement and manage the promotions plan in order to ensure that intended target audience is reached and leads are generated
- Consolidate service information in order to ensure that stakeholders are informed about the services and to promote SITA's brand
- Research, benchmark, develop, maintain and review of service marketing methodologies and techniques in order to improve customer satisfaction
- Develops and implements a go-to-market strategy in order to promote SITA products and services through campaigns, sponsored platforms and own provided platforms.
- Monitor service revenue performance for marketing model's analysis e.g. BCG
- Oversee, ensure implementation of and monitor digital marketing programs to ensure that marketing & business objectives are achieved.

Qualifications and Experience

Minimum: Bachelor's Degree in Marketing / Bachelor's degree in Digital Marketing / B Comm degree in Strategic product and brand management/ BComm degree in Digital Marketing.

Experience: 7 - 8 years practical experience within product and services marketing and developing/executing service promotions programs; working with an ad agency for development of creative campaigns that meet business objectives, including a minimum of 5-8 years practical in digital marketing.

Technical Competencies Description

Knowledge of: Communications or media relations principles, theory and practices; Digital marketing. Internal communications methodologies and processes; Knowledge of SITA services and government sector would be an

added advantage; E-media platforms, tools and methodologies; Business Principles; Marketing models; Product life cycle management; ICT industry; Relationship management; PFMA; Planning and organising; Customer management; Research and survey tools and methodologies.

Other Special Requirements

N/A.

How to apply

Kindly forward your CV to: 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