

DIVISIONAL MANAGER - MARKETING & COMMUNICATIONS: EL

SALARY PER MONTH: R106 114.00 TCTC

CORPORATE SUPPORT SERVICES

ITHALA TRADE CENTRE

REFERENCE NUMBER: LJ22059

Reporting to the Executive: Group Corporate Support Services, the Divisional Manager: Marketing & Communications will manage the provision of marketing and communications services of IDFC by focussing on the formulation, implementation and review of the marketing and communications strategy, branding and creation of strategic relations for IDFC

The Divisional Manager - Marketing & Communications will:

- Manage the implementation of the division's strategic and operational plans, policies and procedures.
- Develop and implement IDFC's strategic marketing and communication plan to enhance IDFC's image and position within the marketplace and the general public.
- Develop and implement key messages for IDFC and ensure consistent presentation of such communications.
- Manage the development and delivery of all content by ensuring that IDFC's website is engaging and up to date.
- Develop strong and timely social media content and campaigns.
- Develop and implement customer-based marketing strategies in order to identify target customers and align the product marketing campaigns and content of IDFC to support the customer's journey.
- Keep abreast of all market and product trends in order to allow IDFC to effectively engage directly with customers, monitor reports of customer satisfaction.
- Manage the Customer Relations Management strategy across IDFC in order to encourage customer retention and loyalty.
- Establish customer standards in line with objectives.
- Provide input and manage division's annual budget, implement controls in order to ensure adherence to budget.
- Manage Human Capital.

The following minimum requirements should be met in order to be considered:

Qualifications:

- Post Graduate Degree in Marketing and Communication / Business Administration.
- Master's Degree will be advantageous.

Experience:

- Minimum of seven (7) years' experience, of which three (3) should be at senior management level.

Requisite Functional Competencies:

- Computer literacy (MS Office).
- Knowledge and experience in financial planning and forecasting.
- Knowledge and understanding of Public Finance Management Act.
- Knowledge of Corporate Governance Principles.
- Knowledge of enterprise risk management concepts, frameworks and methodology.
- Thorough knowledge of core principles of a successful marketing management functions.
- Knowledge of lease, loans and sales procedures.
- Knowledge of investment regime/parameters.

All Short-listed applicants will be subjected to assessments, references, and credit checks.

**ITHALA EMBRACES THE PRINCIPLES OF THE EMPLOYMENT EQUITY ACT
PREFERENCE WILL BE GIVEN TO PEOPLE WITH DISABILITIES, AFRICAN MALE, AFRICAN FEMALE OR
COLOURED FEMALE.**

CLOSING DATE: 30 SEPTEMBER 2023

INTERESTED APPLICANTS MUST FORWARD A DETAILED CV; CERTIFIED COPIES OF QUALIFICATIONS AND ID DOCUMENT BY E-MAIL TO HR_recruitment9@ithala.co.za KINDLY ALSO INCLUDE A MOTIVATION OF HOW YOU MEET EACH OF THE ENTRY REQUIREMENTS LISTED ABOVE AND QUOTE THE REFERENCE NUMBER FOR THE POSITION.

PLEASE NOTE:

- LATE APPLICATIONS AND APPLICATIONS WITH NO REFERENCE NUMBER WILL NOT BE CONSIDERED.
- E-MAIL USERS ARE REQUESTED TO SET THE DELIVERY OPTION ON BOTH "RETURN RECEIPT" AND "CONFIRM DELIVERY".
- CORRESPONDENCE WILL BE LIMITED TO SHORT-LISTED CANDIDATES.
- ALL SHORT-LISTED APPLICANTS WILL BE SUBJECTED TO ASSESSMENTS, REFERENCE AND CREDIT CHECKS.
- IF YOU HAVE NOT BEEN CONTACTED WITHIN 3 MONTHS OF CLOSING DATE OF THE ADVERTISEMENT, PLEASE ACCEPT THAT YOUR APPLICATION HAS BEEN UNSUCCESSFUL