



ROLE PROFILE

JOB TITLE:	Marketing & Communications Officer
DEPARTMENT:	Business Development
REPORTING LINE:	
Immediate Line Manager:	Head of Business Development
Immediate Subordinate/s:	N/A
Next level subordinates:	N/A

1. PRINCIPAL OBJECTIVE OF POSITION

To support the implementation of marketing and communication strategies related to client acquisition / growth of the organisation. This is achieved through the coordination of marketing campaigns for Tshikululu and external clients, and coordinating a variety of internal and external communication via the appropriate channels.

2. KEY PERFORMANCE AREAS, ACTIVITIES AND INDICATORS

Key Performance Areas / Outputs	Activities
<p>1. Marketing</p> <ul style="list-style-type: none"> • Updated annual marketing plan. • Updated marketing material. • Identification of appropriate industry platforms. • Timeous and accurate analytical data and research reports. • Successful implementation of day-to-day marketing activities. 	<ul style="list-style-type: none"> • Provide input towards the development of Tshikululu's Marketing Strategy in collaboration with the line manager and Business Development Specialist. • Coordinate all marketing activities across the business, in consultation with the line manager and SI teams (e.g. webinars, etc.), engage with and brief the relevant service provider/s and ensure that deliverables are on time and in accordance with the annual marketing plan. • Facilitate the internal alignment across teams to ensure smooth execution of marketing action items. • Liaise with the external service provider/s to maintain all marketing material (pamphlets, etc.). • Contribute towards the monitoring and measurement of the impact of the marketing strategy. • Conduct ongoing research of market and industry trends to ensure that the marketing plan is aligned to industry needs. • Schedule internal and external marketing and Business Development meetings. • Maintain sound working relationships with appointed marketing service providers.
<p>2. Marketing & Communication Campaigns</p> <ul style="list-style-type: none"> • Successful campaigns (customer feedback). • Availability of materials. • Costs are aligned to approved budget. • Accurate and timeous reporting. 	<ul style="list-style-type: none"> • Coordinate marketing and communication campaigns, e.g. product launches, webinars, client events, online events, and thought leadership events: <ul style="list-style-type: none"> ○ Liaise with key stakeholders on event requirements. ○ Liaise with service providers on the production of marketing material and ensure alignment with branding requirements. ○ Coordinate arrangements for venues, catering, refreshments, parking, and the press. ○ Recommend and secure speakers or special guests for events. ○ Attend events to monitor the smooth running of the campaign. ○ Produce post-event evaluation reports to provide feedback, making recommendations on areas for improvement.

Key Performance Areas / Outputs	Activities
	<ul style="list-style-type: none"> • Maintain a directory and inventory of materials for campaigns, ensuring all resources are current and accurate, and coordinate the creation of new materials as needed. • Monitor expenditure against approved budget and alert the line manager of any budget deviations. • Coordinate internal events at Tshikululu.
<p>3. Internal and External Communication</p> <ul style="list-style-type: none"> • A positive brand image is maintained at all times. • High quality content on website and social media. • Completeness of press and media releases, which are timeously distributed. 	<ul style="list-style-type: none"> • Coordinate the publication and distribution of internal and external communication e.g. newsletters, staff briefs, advertising. • Review internal communication submitted by staff members prior to distribution and verify correct usage of templates and branding protocols. • Distribute promotional material internally and perform stock control. • Maintain and update the website and intranet in consultation with IT, and engage with key internal and external stakeholders to create unique and engaging content. • Administer platforms for social media and manage all social media accounts. Respond to queries on social media, in consultation with the line manager when required. • Manage the inbox account for Tshikululu and respond to queries or forward to the correct internal stakeholder for resolution. • Coordinate the preparation and distribution of Tshikululu and industry related press and media releases, in consultation with the line manager and external service provider. • Coordinate the purchasing and distribution of gifts to key stakeholders internally (e.g. Induction, end of year gifts) and externally, in consultation with the service provider.
<ul style="list-style-type: none"> • Information Management • Quality of annual report, and report is submitted on time to the Society. • Updated and accurate databases. • Updated SharePoint. • Availability of marketing information. 	<ul style="list-style-type: none"> • Coordinate the preparation of the annual report for distribution to the Society, ensuring that all parties have contributed timeously. • Maintain both the media and stakeholder databases. • Manage the archiving and distribution of all Tshikululu marketing material.

3. ROLE REQUIREMENTS

Qualifications and Experience

- Minimum National Diploma in Marketing or Communications or Public Relations
- Bachelors Degree in Marketing or Communication or Public Relations would be preferred
- Minimum 3 years' experience in marketing or communications
- Experience in managing social media platforms would be advantageous

4. KEY INTERACTIONS / RELATIONSHIPS

Internal stakeholders

Head of Business Development
Business Development team
Executive
All staff members
IT 3rd party

External stakeholders

Service Providers
Media and press
Clients
Potential clients
NGO's

Preference will be given to South African citizens

Appointments will be made in line with Tshikululu's Employment Equity plan and other required legislation.

Persons with disabilities are encouraged to apply.

Tshikululu Social Investments will not be liable for interview travel costs or relocation cost.

We reserve the right not to proceed with the filling of the post advertised.

An application will not in itself entitle the applicant to an interview.

Please ensure that you meet the above requirements before you apply.

Only short-listed applicants will be contacted.

If you have not been contacted within four weeks of the closing date, please accept that your application was unsuccessful.

Please email your applications to: careers@tshikululu.org.za.

Closing date: 03 February 2023