



**BRAND MANAGER – D1  
MARKETING DEPARTMENT  
(9 MONTHS FIXED TERM CONTRACT)**

**ITHALA SOC LIMITED  
DURBAN HEAD OFFICE  
REFERENCE NUMBER: BN24028**

An exceptional opportunity awaits a dynamic individual with the right qualifications and experience to manage and provide efficient and effective marketing services to Ithala SOC Limited.

**Reporting to the Chief Marketing Officer, the successful applicant will be responsible for:**

- Participate in the development and implementation of marketing plans for the business.
- Develop appropriate marketing programmes in support of business deliverables.
- Establish business support requirements for marketing based on an approved annual plan
- Promote and market products and services to drive client acquisition, retention, and build customer loyalty.
- Create and maintain brand and product awareness.
- Identify all the key tasks that must be done to deliver the projects.
- Manage project timelines making sure that projects are delivered on time.
- Prepare research briefs in line with business requirements.
- Develop project briefs for third-party suppliers and internal stakeholders.
- Identify project-specific and general marketing materials requirements.
- Implement campaign tracking mechanisms.
- Compile monthly reports.
- Review the campaign to identify success areas and those areas that need improvement.
- Formulate budget requirements for planned programmes.
- Monitor expenditure for projects to ensure that programmes remain within budgeting allocation.
- Review the budget and recommend changes based on changing business requirements.

**With a good understanding and proven track record in Marketing, the ideal candidate will possess:**

- A three-year degree or diploma in commerce preferably with majors in marketing
- Minimum (4) years of working experience in brand or product marketing.
- Excellent understanding of marketing principles.
- Proven experience in writing agency briefs and developing marketing materials
- Ability to manage staff and service providers to deliver desired outcomes.
- Project management experience.
- Report writing and presentation skills.
- Ability to build rapport / relationships
- Positive attitude and energetic.
- Honesty and integrity.
- Highly innovative.

**ITHALA EMBRACES THE PRINCIPLES OF THE EMPLOYMENT EQUITY ACT**

**CLOSING DATE: 19 JULY 2024**



**INTERESTED APPLICANTS MUST FORWARD A DETAILED CV; CERTIFIED COPIES OF QUALIFICATIONS AND ID DOCUMENT BY E-MAIL TO [HR\\_recruitment3@myithala.co.za](mailto:HR_recruitment3@myithala.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 1 MONTH OF CLOSING DATE OF THE ADVERTISEMENT, PLEASE ACCEPT THAT YOUR APPLICATION HAS BEEN UNSUCCESSFUL.**
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- **PERSONAL INFORMATION THAT IS COLLECTED IS PROCESSED LAWFULLY IN TERMS OF POPIA.**