|  |  |
| --- | --- |
| Logo  Description automatically generated   |  | | --- | | **Job Description** | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Branch** | Head Office | | |
| **Department** | Commercial | **Section/Unit** | Commercial |
| **Job Title/Position** | Marketing Director | **Grade** |  |
| **Reports to** | Chief Commercial Officer | **Start Date** |  |

|  |
| --- |
| **Job Summary** |
| Marketing Director is responsible for providing direction, guidance and leadership to the marketing department by evaluating and developing marketing strategies, overall branding and image, planning and coordinating marketing efforts, communicating the marketing plans to those involved, and building awareness and positioning for the company's brands |

|  |
| --- |
| **Main Duties and Responsibilities** |
| * Plan and execute a marketing strategy for the company, for new and existing products or services * Oversee & manage the implementation of the marketing strategy * Develop a brand strategy * Set and administer an annual marketing budget * Create and manage a calendar of events such as webinars, conferences and thought leadership contributions * Evaluating and developing the marketing strategy and marketing plan * Planning, directing, and coordinating marketing efforts * Provide tools and materials to enable the sales team to function effectively * Manage and refine the organisation’s social media presence * Manage and measure marketing campaign costs * Report on the effectiveness of marketing campaigns using pre-determined KPIs * Negotiate with media agencies and secure agreements on the production of promotional materials * Provides short- and long-term market forecasts & reports by directing market research collection, analysis, & interpretation of market data * Influences present and future products by determining & evaluating current & future market trends * Develops new uses for existing products by analysing statistics regarding market development; acquiring and analysing data; and consulting with internal and external sources * Conduct Competitors & Market research studies * Maintains research database by identifying and assembling marketing information * Researching demand for our products and services * Working with sales department to develop pricing strategies to maximize profits and market share while balancing customer satisfaction * Identifying potential customers * Developing promotions with advertising managers * Understanding and developing budgets and finance, including expenditures, research and development appropriations, return-on-investment and profit-loss projections * Compiling lists describing our offerings * Developing and managing advertising campaigns * Building brand awareness and positioning * Supporting sales and lead generation efforts * Coordinating marketing projects from start to finish * Coordinating with PR for organizing company conferences, trade shows, and major events * Overseeing social media marketing strategy and content marketing * Developing an efficient knowledge of the SaaS platform |

|  |
| --- |
| **Authority** |
| * Set Marketing & Branding strategies & plans * Analyse Competitors Market Research reports to be reflected on our product development * Set Marketing Team Budgeting * Set key performance Indicators for the Marketing Team * Leading, recruiting and developing a strong Marketing Team * Coordinating with the Sales Director for campaign effect on direct sales * Building alliance internally & externally * Interdepartmental Communication & Collaboration |

|  |  |
| --- | --- |
| **Requirements** |  |
| **Qualifications** | * MSc/MA in business administration, Marketing or Communications * Master’s degree in Marketing or Communications or MBA |
|  |  |
| **Experience** | * 5+ years in similar role * 10+ years in executive role * Proven experience in running a marketing team and marketing campaigns |
|  |  |
| **Skills, Knowledge & Competencies** | * Strong leadership skills and team work-skills * High competence in project and stakeholder management * Effective time management skills and the ability to multitask * Experience with digital marketing forms such as social media marketing and content marketing * Strong copywriting skills * Strong data analysis skills * Attention to details * Proven ability to manage budgets * Professional and proactive work ethic * Excellent interpersonal, written and oral communication skills * Experience with digital marketing forms such as social media marketing and content marketing * Demonstrating Creativity * Ongoing Motivation for the team * Multilingual capabilities |

|  |
| --- |
| **Key Interfaces** |
| **Internal** – All Departments  **External** – Customers, agencies & government officials |

|  |
| --- |
| **Comments** |
|  |

|  |
| --- |
| **Organization Chart** |
| CEO  CPO  Personnel Director  Recruitment Director  Comp & Ben Director  Org Development Director  CFO  Accounting Director  Financial Planning & Analysis Director  Tax & Treasury Director  Financial Control Director  Administration Director  CCO  Countries Director  Sales Director  Marketing Director  PR Director  COO  Customer Success Director  Customer Support Director  Technical Support Director  CTO  Frontend Director  Backend Director  Mobile Director  QA Director  R&D Director  Product Management Director  Legal (Outsourced)  IA (Outsourced) |

**Approvals:**

|  |  |  |
| --- | --- | --- |
|  |  |  |
| **Job Holder Name** |  | **Signature** |
| **Date:** |  |  |
|  |  |  |
| **Department Director Name** |  | **Signature** |
| **Date:** |  |  |
|  |  |  |
| **People Director Name** |  | **Signature** |
| **Date:** |  |  |