



JOB PROFILE

1. JOB DESCRIPTION

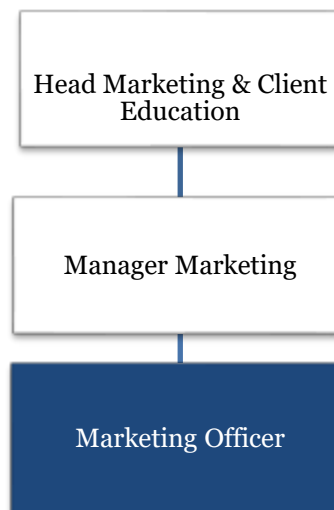
Job Title:	Marketing Officer
Work Location:	RSL Head Office
Division:	Operations Support
Grade: C2	Last reviewed: September 2021

2. JOB PURPOSE

Responsible for implementation of behavioral science led and innovative marketing techniques aimed at promoting respected and recognized RSL brand.

3. ORGANISATIONAL STRUCTURE

Organizational structure showing the position with two (2) levels above



4. KEY RESPONSIBILITIES

Key Performance Areas	Duties and Responsibilities:
Marketing Management	<ul style="list-style-type: none">➤ Collaborate with Behavioral Insights Consultants in conducting market research, collect, analyze, and interpret market data for short, medium and long-term market forecasts and reports.➤ Initiate brand design concepts for various campaigns/products/services.➤ Maintain supplies of marketing materials and resources for internal and external use and when required.➤ Develop marketing products such banners, signage, brochures, flyers and other collateral as required.➤ Align all marketing designs and products with the Corporate Identity (CI) manual.➤ In collaboration with SMPR provide training on the CI manual.➤ Evaluate past promotional activities to assess impact or effectiveness.➤ Determine promotional and communication channels.➤ Develop draft advertising text and layouts as part of campaign materials to ensure consistency in application and presents for review and approval.➤ Develop and implement appropriate marketing campaigns and promotional events from conception to implementation to enhance RSL outreach programmes.➤ Maintain supplies of marketing materials and resources for internal and external use and when required to ensure work continuity.
Reporting	<ul style="list-style-type: none">➤ Provide monthly and quarterly reports on implementation of Marketing Section strategy and departmental initiatives for accountability and performance monitoring.
Policies and Controls	<ul style="list-style-type: none">➤ Participate in the development and review of Marketing Section policies and procedures in accordance with the best practice and standards to enhance service delivery to clients.

--

5. Work Conditions

- Electronic mail
- Beyond normal work hours
- Meetings
- Sitting
- Travel

6. JOB SPECIFICATIONS

1. Education *(Minimum education level requirements)*

Degree	Marketing or any relevant qualification,
---------------	--

2. Experience *(minimum necessary experience required)*

3 years' relevant experience

3. Training *(essential training necessary in addition to the above experience to perform the job)*

- Taxes and Customs & Excise Legislation
- Tax policies and Procedures
- Presentation and Training
- Advanced communication
- RSL policies and procedures
- Content management software
- Advertising and PR
- Internet and social media marketing

4. Generic Competencies

Team Player: willing to work in corporation with others to achieve a common goal

Agility: dynamic and a possibility-oriented thinking

Service Culture: prioritizing customer service in all business activities, decisions and every day operations

Communication: continuous exchange of knowledge, information and ideas in order to clarify, persuade, influence, engage and build trust

Accountability: taking ownership; holding oneself accountable for delivery; leading in action to resolve issues, open to feedback and critique

Change Agent: proactively identifying and driving change in their area; strong change manager

Conflict Resolution: mediate and resolve issues within the team and other stakeholders

Business Acumen: keenness and quickness in understanding and dealing with a "business situation" (risks and opportunities) in a manner that is likely to lead to a good outcome

5. Professional Certification

Any relevant and recognized professional certification (*Added Advantage*)

6. Core Competencies

Behavioural Competencies

- Planning
- Facilitative and Interactive Skills
- Proficiency in Sesotho and English Languages
- Interpersonal communication
- Client relationships
- Public speaking
- Multi-tasking
- Influential

Functional Competencies (Technical)

- Innovative
- General knowledge on Taxes and Customs & Excise Legislation, policies and Procedures
- Presentation and Training
- Advanced communication (written and verbal)
- research and analysis
- Sound marketing skills
- Behavioral insights principles
- Conceptualization
- Data Analytics

7. Values

- Assertiveness
- Boldness
- Diversity embracing
- Networked
- Service first
- We care
- Risk taking
- We are responsive
- Shared ownership
- Agility and flexibility with healthy change appetite
- Team-work/ connectedness