

### ROLE PROFILE: PR and Marketing Manager

JOB IDENTIFICATION			
Job Title:	PR and Marketing Manager		
Department:	Executive Office		
Date Approved:	13 MARCH 2019		
Location:	INSETA Head Office, Parktown, Johannesburg		
Reporting Line:	1 <sup>st</sup> Line Manager – Chief Executive Officer 2 <sup>nd</sup> Line Manager - Chief Operations Officer		
Full-time/Part-time/Contract:	Full-time		
Grade	D		
PURPOSE OF THE JOB			
To establish and maintain a PR and Marketing office at INSETA and a PR and Marketing Strategy for implementation to ensure the INSETA brand is effectively			
MAIN ACCOUNTABILITIES AND APPROXIMATE TIME SPLIT ( <i>Time (%) spent on this accountability?</i> )			
Responsibility:	<b>Managing INSETA Public Relations</b>		
	<ul style="list-style-type: none"> <li>• <b>Brand Awareness</b> - Be responsible for increasing INSETA brand awareness in the industry through conceptualisation and coordination of events, and improving the print and online media footprint including social media in order to position INSETA as a thought leader and an authority on skills development in the insurance sector. Keep abreast on happenings in the insurance sector and advise management on how to leverage opportunities. SEO (Search engine optimisation) activities.</li> <li>• <b>Marketing Campaigns</b> - Advise the divisions on the appropriate marketing strategies in respect of their projects and campaigns and draft campaigns and budget for approval.</li> <li>• <b>Media Management</b> - Develop and maintain a working relationship with insurance sector media and the broader media. Arrange press packs and invite the media to key functions.</li> <li>• <b>INSETA Stakeholder Management</b> - Ensure that good relations are maintained with key stakeholders and that they receive VIP attention and adequate communication. Maintain a list of these key stakeholders including insurance associations and sub sectors.</li> </ul>		
Responsibility:	<b>Managing INSETA communications and content drafting</b>		
	<ul style="list-style-type: none"> <li>• <b>Newsletter</b> – Manage monthly plan for the newsletter and generate creative ideas for content to maintain the high standard. Research and draft newsletter content on monthly INSETA activities. Administer the printing and distribution thereof.</li> <li>• <b>Press Releases</b> – Manage the content required for monthly press releases with the divisions and ensure maximum coverage thereof.</li> <li>• <b>Annual Report</b> - Manage the production process of INSETA's annual report.</li> <li>• <b>Career Guidance Brochure</b> – Annual review of career guidance brochure by reviewing INSETA SSP and consulting with stakeholders</li> <li>• Review all outbound communiqué for the website; bulk stakeholder mail; press releases and newsletter content. Ensure the correct placement of the communiqué.</li> <li>• Coordinate and prepare INSETA presentations for use by INSETA management.</li> <li>• Manage INSETA brochures and ensure they are annually updated in terms of look and feel and liaise with the divisions for content update</li> <li>• Weekly review and updating of website content.</li> <li>• Draft INSETA social media content.</li> <li>• Liaise with Photographer and manage INSETA photos</li> </ul>		

Responsibility:	<b>Marketing management</b>		
<ul style="list-style-type: none"> <li>• Ensure that branding is carried through on all material released by Inseta consistently using the Corporate Identity Manual as a guideline.</li> <li>• Initiate ideas in respect of look and feel of all promotional material.</li> <li>• Maintain a quarterly PR and Marketing Plan and regularly update same from INSETA monthly marketing meetings. Manage meeting administration including typing of minutes and circulation to all attendees. Monthly report on PR and Marketing activities must be compiled for this meeting.</li> <li>• Attend Career guidance expo's which sometimes happen after hours and on weekends.</li> <li>• Liaise with call centre and coordinate their activities.</li> <li>• Assess magazine/print media/advertorial approaches to Inseta for advertising and either decline or propose to manager for consideration</li> </ul>			
Responsibility:	<b>Divisional Administration</b>		
<ul style="list-style-type: none"> <li>• Divisional Administration such as reports, memo's and presentations</li> <li>• Budget management</li> <li>• Resource management</li> </ul>			
<b>REQUIRED QUALIFICATION</b>			
B degree or equivalent.			
Preference to qualification in Communications / Marketing / Public Relations			
<b>REQUIRED TECHNICAL / LEGAL CERTIFICATION</b>			
Valid driver's licence and own motor vehicle			
<b>REQUIRED EXPERIENCE</b>			
<ul style="list-style-type: none"> <li>• Minimum of 5 years' experience in a Communications / Public Relations / Marketing / Event Management environment.</li> <li>• Managing Social Media content</li> </ul>			
<b>REQUIRED KNOWLEDGE</b>			
<b><u>COMPETENCY</u></b>	<b><u>DESCRIPTION</u></b>		
Corporate Identity	Knowledge and understanding of the corporate identity of the organisation and mechanisms utilised to govern the corporate identity		
Publication Methods	Knowledge and understanding of the different publication methodologies		
Public Relations	Knowledge of the marketing, public relations and events environment, the relevant role players.		
<b>REQUIRED SKILLS</b>			
<b><u>COMPETENCY</u></b>	<b><u>DESCRIPTION</u></b>		
Computer Skills	Advanced computer skills, include power point presentation and high level knowledge of social media networking		
Analytical	The ability to analyse situations and to arrive at the best possible solution		
Negotiating Skills	Ability to pick up correct prices and quality and negotiate on behalf of INSETA.		
Administrative	The ability to perform the administrative functions attached to a specific job such as correspondence, documentation management and general administration		

Communication	The ability to communicate (written and oral) effectively and efficiently at all levels in the organisation Must have ability to edit all official documentation
Events Management and Coordination	The ability to plan and arrange events in accordance with project management principles
Interpersonal	The ability to interact with people at all levels in the organisation. It is important that the incumbent maintains professional relationships with all levels of stakeholders
REQUIRED ATTRIBUTES	
COMPETENCY	DESCRIPTION
Attention to Detail / Detail Focused	The ability to attend to finite detail whilst executing outputs to ensure the quality of service delivery
Patience	The ability to listen and be empathetic to the needs and requirements of others
Pro-active	The ability to forecast occurrences and implement the necessary actions to overcome the occurrence
Innovation	The ability to change and update the current marketing portfolio
OTHER SPECIAL REQUIREMENTS	
Must be prepared to work long hours, attend events after hours and <b>weekends</b> travel nationally on behalf of INSETA if needed for event management or as an alternate person to manage a career guidance exhibition. Additional time work will be replaced by time off during the work week.	
DIRECT REPORTS	
PR and Marketing Specialist	

INSETA is an equal opportunity employer and preference will be afforded to candidates in terms of our Employment Equity Plan.

Please email your **CV** to [vacancies@inseta.org.za](mailto:vacancies@inseta.org.za), clearly stating the position you are applying for.

Closing date: **12 April 2019**

If you have not been contacted within 6 weeks of the closing date, please regard your application as unsuccessful. Correspondence will only be with short-listed candidates. INSETA reserves the right not to fill any position advertised.