

JOB PROFILE

1. POSITION DETAIL

| | | | |
|--|------------------------------|------------------|-------------------|
| CURRENT JOB TITLE | Marketing Assistant | JOB GRADE | B5 (R 219 251,48) |
| PROPOSED JOB TITLE | | | |
| JOB CODE | | | |
| DEPARTMENT | Marketing and Events | | |
| DATE REVIEWED | 02/2021 | | |
| LOCATION | Rosslyn | | |
| EMPLOYMENT STATUS | Permanent | | |
| PURPOSE STATEMENT | | | |
| To assist the Marketing & Events Manager to implement an integrated Marketing, Brand and Events strategy, focussing internally and externally, that ensures that the AIDC fulfils its vision by focusing specifically on the planning and execution of marketing activities including events, sponsorships and CSI projects. | | | |
| POSITION IN THE ORGANISATION | | | |
| LINE MANAGER | Marketing and Events Manager | | |
| POSITION | Marketing Assistant | | |
| SUBORDINATE | | | |
| SUBORDINATE POSITIONS | | | |
| <i>Please provide job titles of subordinates and total number of employees per job title (organogram can be inserted)</i> | | | |
| | | | |

JOB PROFILE

2. POSITION DESCRIPTION

| MAIN OUTPUTS AND RESPONSIBILITIES FOR THIS POSITION – <i>(Please provide a short description under each heading/output)</i> | TIME SPENT |
|--|------------|
| <p>1. Events Coordination</p> <ul style="list-style-type: none"> • Assist to execute all internal and external company (and partnership) events and sponsorships • Brainstorm and suggest regular and pro-active ideas to involve departments in AIDC events • Update the company events schedule • Support HR in ensuring staff participation in social events • Investigate possible venues • Manage invitee lists, distribute invitations and manage RSVPs (make follow-up phone calls if necessary) • Manage the registration process • Source gifts • Ensure pro-active planning and couriering of gifts and branding • Arrange photography • Save photos to relevant folders and send it to relevant parties • Set up, manage and maintain marketing contact data base (including but not limited) to: VIP Guests lists, suppliers, service providers, shareholders, associated companies, market associations and organizations, regulators and other strategic partners | 25% |
| <p>3. Brand Management Support</p> <ul style="list-style-type: none"> • Source and distribute branded corporate gifts and promotional items for all company events • Assist to ensure Brand Manual compliance and updating company template manager • Stock Manage and control of branded stationary and promotional items • Coordinates the production and distribution of company business cards • Executes planned brand exposure at events | 25% |
| <p>4. Marketing and communication assistance</p> <ul style="list-style-type: none"> • Coordinating the input for the internal and group newsletter • Assists to develop and communicate consistent and relevant (targeted) messages, that have specific purpose and impact, to different target audiences, especially internally to, for instance, create excitement around company events • Representing the marketing department at internal committee meeting as required • Assists web designer with content • Maintain internal company notice board | 15% |

JOB PROFILE

| MAIN OUTPUTS AND RESPONSIBILITIES FOR THIS POSITION – <i>(Please provide a short description under each heading/output)</i> | TIME SPENT |
|---|--------------|
| <p>5. Schedule monitoring:</p> <ul style="list-style-type: none"> • Remain aware of activities in the Marketing department • Assist with managing of events, targeted publicity, publication production and other deadlines • Compile and update departmental project schedules, track progress and keep manager updated on progress and requirements • Send deadline reminder emails and make follow-up phone calls to ensure effective participation and contribution in all relevant initiatives | 10% |
| <p>6. Marketing Administration</p> <ul style="list-style-type: none"> • Efficient administration, including all normal secretarial functions <ul style="list-style-type: none"> ▪ Provide administrative assistance to the department ▪ Photocopy, scan, prepare files and fax documents as required ▪ Make reservations and / or travel arrangements ▪ Efficient handling of correspondence ▪ Maintain database contacts for the manager ▪ Provide assistance to the manager with regards to information gathering ▪ Arrange tea/coffee at meetings and to visitors as required ▪ Save documents in the specified location of the company J-drive when relevant ▪ Follow up on outstanding matters on behalf of the manager ▪ Ability to take minutes when required ▪ Compile PowerPoint (or other) presentations for the department ▪ Conduct/arrange research initiatives as and when required ▪ Perform any other duty, which is in keeping with the profile of the job and which may reasonably be expected from the staff member, as directed by the manager • Provide ad hoc assistance, <ul style="list-style-type: none"> ▪ Update the manager's diary ▪ Arrange meetings and appointments ▪ Arrange lunches and relationship building activities ▪ Daily / weekly confirmation of meetings • Coordinate department procurement <ul style="list-style-type: none"> ○ Purchase requisitions and tracking ○ Request invoices and track payment ○ Create procurement motivations ○ Verify correctness of supplier products | 5% |
| TOTAL | 100 % |

JOB PROFILE

3. JOB EVALUATION CRITERIA

| A) KNOWLEDGE AND SKILLS | |
|---|---|
| FORMAL EDUCATION | Certificate in Marketing and Communications |
| TECHNICAL/ LEGAL CERTIFICATION | |
| EXPERIENCE | 1 year relevant experience |

JOB PROFILE

4. COMPETENCIES

| COMPETENCIES | | |
|-------------------------|-----------------------------|----------------------------|
| KNOWLEDGE | SKILLS | ATTRIBUTES |
| Marketing | Communication | Flexibility |
| Advertising | Inter Personal | Articulate |
| PR | Problem Solving | Deadline driven |
| Communications | Multi-tasking | Attention to detail |
| Brand Management | Presentation | Creativity |
| Events Management | Written communication | Innovative |
| Policies and Procedures | Time Management | Fun loving |
| SCM Process | Computer Literacy | Anticipation (gut feeling) |
| MS Office | Numerate | Punctuality |
| | Events Management | |
| | Planning | |
| | Organising and coordinating | |
| | Secretarial | |
| | Powerpoint Presentation | |
| | Procurement Systems | |
| | People Skills | |

5. OTHER SPECIAL REQUIREMENTS

JOB PROFILE

B) DECISION MAKING

What are the most regular and complex challenges in the job? Please provide a couple of examples of regular problems that need to be resolved and not ad hoc scenarios or cases. Also indicate how these problems or challenges will be resolved.

- Deadline management and follow-ups (people delay processes because of their lack of understanding of the creative process and media and other deadlines)
- Lack of decisions (could delay processes); delays in approvals
- Protocol

Please name the resources utilised by the jobholder to solve problems or make decisions, e.g. the internet, manuals, policies, procedures, external resources, etc.

- Communication with the Manager Marketing, the internet, manuals, policies, procedures, external resources, general word of mouth

Please provide the typical planning cycle of the job – macro as well as micro planning, e.g. macro – 3 – 5 years and micro – 1 year. Also provide examples to elaborate on the answer.

- Daily prioritisation of activities and weekly update and results meetings with the Manager Marketing

How long will it normally take before the impact of the judgement calls made by the jobholder will be felt in the business?

- Immediate and months later

What type of practices, procedures, policies, systems or outputs does the jobholder influence or change in his/her role as a Professional/Technical consultant or specialist – operational, tactical or strategic? Please apply the 60/40 rule and provide examples to elaborate on the answer.

JOB PROFILE

C) ACCOUNTABILITY

What type of decisions can the jobholder take within his/her area of accountability and what type of decisions will typically be referred to the direct manager for sign off? Please provide a couple of examples of regular decisions/problem solving or judgement calls and not ad hoc scenarios or cases.

Jobholder accountability

Referral to Line Manager for approval

- Everything

D) COMMUNICATION

Please provide examples on the context, range and complexity of subject matters being communicated by the jobholder as well as the context, format and process of communication used to reach the target audience. Please refer to both verbal and written communication.

(Concentrate on issues that make the communication process complex, e.g. communicating information to an audience that is not familiar with the concepts and technology, communicating to an audience that has their own opinions and the subject matter is of such a nature that no single interpretation can definitely be shown to be correct and the jobholder has to persuade the audience under these circumstances of what he/she thinks the best practice is, etc.)

- Verbal – networking, prepare presentations, participate in discussions, engagement with stakeholders, and the like
- Written – submissions, presentations – internal and external, reporting, e-mail, network correspondence

JOB PROFILE

APPROVED BY LINE MANGER

Signature: _____ Date: _____

CONFIRMED BY HR EXECUTIVE

Signature: _____ Date: _____

ACKNOWLEDGED BY INCUMBENT

Signature: _____ Date: _____