

# Head of Marketing

<b>Remuneration:</b>	negotiable tctc
<b>Location:</b>	Johannesburg
<b>Remote work:</b>	Some remote work allowed
<b>Education level:</b>	Degree
<b>Job level:</b>	Management (Snr - Executive, 5+ yrs)
<b>Own transport required:</b>	Yes
<b>Type:</b>	Permanent
<b>Reference:</b>	#HoM150424
<b>Company:</b>	<a href="#">RecruitU</a>

## Job purpose

The head of marketing leads a dynamic marketing team to shape the marketing strategy of the division across a diverse portfolio of top SA healthcare and personal care brands. The business and is responsible for driving the overall success of the marketing function, contributing to the company's growth, and enhancing its market position.

## Required learning

- Business / marketing degree
- Additional business degree (e.g. MBA) advantageous.
- 10 years relevant marketing experience in healthcare /personal care is essential.
- Proven track record in FMCG required.
- At least three years' senior management experience leading large marketing teams

## Key job outputs

### Strategic planning:

- Contribute to the strategy of the organization, ensure alignment of the Marketing strategy and ensure actualization thereof.
- Develop and implement an overarching brand portfolio strategy that aligns with the company's business objectives.
- Define the role and positioning of each brand within the portfolio.
- Risk management across the portfolio and the development of contingencies.
- Portfolio budgeting and resource allocation.
- Data-driven decision making, utilising all available data sets and market research.
- Measure impact of insights coupled with continuous learning and adaptation.
- Facilitate collaboration between brand team, trade marketing team, business intelligence and sales teams to ensure insights are shared seamlessly across departments to enrich overall brand strategies.

### Brand architecture:

- Ensure brands establish and maintain a coherent brand architecture, resulting in synergy and consistency.
- Maintain the relationships and hierarchy between individual brands within the portfolio.

#### Portfolio growth and market expansion:

- Oversee the identification of opportunities for portfolio expansion and growth in new markets or customer segments.

#### Brand innovation and differentiation:

- Foster a culture of innovation within the brand portfolio.
- Explore opportunities for differentiation and unique value propositions for each brand.
- Encourage team to propose and implement innovative marketing strategies based on consumer and category insights.

#### Brand management:

- Lead the ways of working in general brand management creating efficiencies and staying updated with futuristic requirements of the area of expertise.
- Brand health monitoring – identify and drive the use of appropriate tools and processes to monitor brand health.
- Brand Communication, ensure brand messaging is being developed in line with brand positioning and consistency is being achieved.
- Brand Lifecycle Management – oversee the lifecycle management of each brand within the portfolio and determine strategies for revitalisation, extension or retirement if needed.
- Foster a culture of accurate brand performance reporting across all KPI areas; internal sales, in market performance and P&L reporting.

#### Stakeholder management:

- Maintain portfolio transparency across key functional areas such as supply chain and finance.
- Develop and maintain strong relationships with key internal stakeholders such as compliance, quality control, artwork teams, leadership teams, category and sales teams.
- Collaborate with other department heads to ensure marketing efforts align with broader organisational strategies.
- Create and maintain feedback loops which allows for transparent communication and clear objective setting
- Use data insights to make informed decisions and refine strategies.

#### People leadership and development:

- Build and lead a high-performing marketing team.
- Foster a culture of continuous learning, collaboration, creativity and innovation within the brand team.
- Implement professional development programs for the brand team, including workshops, training sessions and mentorship programs.
- Establish key performance objectives and metrics and performance.
- Provide constructive feedback and career growth support.
- Actively lead by example and champion diversity and inclusion in everyday actions and decisions.
- Model and entrench the values of the organization.
- Exhibit thought leadership around new ideas, strategies and opportunities.
- Coach and develop employees.

#### Value extraction:

- Drive margin enhancement and business simplification.
- Continuously review the marketing mix through application of ROI.

#### Budget management:

- Drive the budgeting process for Marketing within the timelines and framework provided by Finance.
- Manage the budget and ensure alignment thereof to strategic business objectives.
- Support the division to manage and control monthly operational expenses responsibly and achieve cost savings for the business wherever possible

## Core competencies

- Strategic vision
- Data-driven decision making
- Innovative thinking
- Team leadership and development
- Collaborative and transformational leadership
- Influencing and negotiation skills
- Effective communication
- Decisiveness and action orientation
- Planning and organising
- Cross functional capability
- Process development and implementation
- Problem solving
- Project management
- Stakeholder engagement

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