

# A newly-created Head of Marketing opportunity in Cape Town

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Ooba, formerly MortgageSA, pioneered mortgage origination in South Africa over 15 years ago and now offers a range of solutions to home-buyers. As the country's leading home loan originator, we help the home-buyer to not only finance their home with ease, but also see that they're well insured.

## Head of Marketing

A newly-created opportunity exists within our close-knit strategic leadership team, based at our Head Office in Cape Town and reporting into the CEO, to grow the value of the group by enhancing and sustaining Ooba's market positioning as a premium brand.

As Head of Marketing, your role will include: \* building and leading the marketing team \* contributing strategic marketing expertise to the development of ooba's overall business strategy and then articulating marketing's contribution to the achievement of ooba's strategy \* translating strategic imperatives into medium-term plans with attainable objectives and clear measurement and milestones \* developing and deploying metrics to measure ROI \* communicating strategy \* driving marketing infrastructure, process and technology development \* ensuring that marketing methodologies are reflective of leading practice \* optimising marketing's supply chain \* budgeting for efficient and effective operations \* building and nurturing key stakeholder relationships.

The minimum requirements for the role include: \* a relevant tertiary qualification (Marketing / Communication) \* 5+ years' hands-on relevant professional experience with multi-channel marketing strategies \* a track record of developing and implementing marketing communications plans that have produced significant, impactful and measurable ROI results \* Financial services experience is advantageous, but not essential.

Essentially you will also be: \* a strong leader \* a conceptual, analytical, critical and systemic thinker \* decisive \* agile \* resilient \* creative \* innovative • an excellent communicator \* a powerful influencer driven by results.

Ooba offers a unique, inspiring environment where empowerment, transparency, collaboration, openness to new things, sharing and clarity are highly valued principles.

To apply, please e-mail your CV to [linda.roos@ooba.co.za](mailto:linda.roos@ooba.co.za).

Closing date: 22 August 2014.