



# Job /Position Description

## **POSITION SUMMARY**

**Name:** Vacant

**Position Title:** Marketing Director

**Department:** Commercial

**Section:** Marketing

**Reports to:** CCO

**Full/Part Time/Casual:** Full time

**Updated by:**

**Date:**

## **JOB PURPOSE**

Direct Zantel overall marketing and strategic planning programs, and corporate communications.

## **KEY RESULT AREAS/MAIN RESPONSIBILITIES**

1. Design, implement, and facilitate annual marketing plan for the firm. Support and facilitate development and implementation of section business/marketing plans.
2. Manage 4 direct reports.
3. Manage product development
4. Plan and administer the firm's Marketing Operations budget; support development of regional marketing budgets.
5. Oversee business development activities
6. Oversee corporate communications activities through Communications Coordinator including:
  - external communications and systems
  - internal communications and systems
  - public relations efforts
  - external vendors and consultants
7. Develop and administer marketing database which includes client and prospect information.
8. Assist with and support firm's involvement in various telecom business networks including coordinating business development and marketing activities via these relationships.

9. Design and plan quarterly marketing training seminars
10. Managing daily activities with marketing and press communication agencies
11. Working closely with sales director to ensure revenues objectives are met

**Technical Skills/Competencies**

- Strong background of Telecom business in Africa

**Minimum qualifications**

**(a). Academic Qualification/ Experience:**

- Advanced degree in business
- 10 plus years of experience