



**General Manager: Marketing**

**Ref No. RTMC/ GM: MKT / 2020**

**Salary Package: Negotiable**

**Purpose:** The General Manager: Marketing is a Head of Department position and reports directly to the Executive Manager: Road Safety Stakeholder Relations Management. The incumbent in this role will be responsible for overseeing the implementation of marketing processes, plans and strategies within RTMC to increase brand awareness and recognition for the organisation. The incumbent will also be responsible for ensuring that the all employees across the organisation are informed. The incumbent in this must ensure the implementation of various marketing and branding strategies and plans.

**Requirements:** A Bachelor's Degree or equivalent qualification is essential, a relevant post-graduate qualifications would be an added advantage. Candidate must possess at least 8 years' experience in a Marketing or a related role of which 4 years at a management level.

**The successful candidate must have the following attributes and competencies:**

Knowledge of stakeholder management; Understanding of road traffic management legislation; Understanding of inter-governmental relations; Knowledge in all aspects of Digital and Traditional marketing; Knowledge of new advertising and marketing trends; An understanding of the strategic delivery requirements of RTMC ; Ability to manage 3<sup>rd</sup> party marketing contractors; Knowledge of Preferential Procurement Framework Act; Ability to develop and market new products; Policy conceptualisation and implementation, Stakeholder Management, Ability to develop and market new products.

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**Main Duties:** Manage the Marketing Unit for RTMC. Develop, maintain and build relationships with current and potential stakeholders to ensure service level requirements are met and to protect RTMC's interest in the relationship. Oversee the effective management of all marketing, branding and communication processes and activities. Manage compliance with the annual budget. Manage with the delivery of projects and continuous improvement activities within the unit. Perform general people management functions and effective capacity management to ensure smooth running of departments.

To apply please submit a letter of application (no prescribed template), accompanied by a recent Curriculum Vitae as well as certified copies of qualifications, identity document and driving license. Applications must be forwarded via email to: [rtmc@miltonresourcing.co.za](mailto:rtmc@miltonresourcing.co.za). **Candidates are requested to clearly indicate the reference number for the position they are applying for on the email.**

**NB: People with disabilities are encouraged to apply.**

Closing date is the 3<sup>rd</sup> of August 2020 at 16:30 pm and no late applications will be accepted.

The RTMC reserves the right not to make an appointment. Due to the large number of applications we envisage receiving, applications will not be acknowledged. If you have not received any response from us within 3 months after closing date, please consider your application unsuccessful.

Enquiries must be made in writing to: Ms Geraldine Mofologele  
[Geraldine@miltonresourcing.co.za](mailto:Geraldine@miltonresourcing.co.za)

