



Road Traffic
Management Corporation

Physical Address
Eco Origin Office Park, Block F
349 Witch-Hazel Street
Highveld Ext 79, 0157
Centurion, Gauteng
South Africa

Email: Info@rtmc.co.za
Tel: (012) 999-5200
Fax: (012) 991-0371

Postal Address
Private Bag X147
Pretoria, 0001

The Road Traffic Management Corporation (RTMC)
is an Agency of The Department of Transport and a
Member of the United Nations Road Safety Collaboration

Marketing and Brand Management Specialist

Ref No. RTMC/RSSRM/MBMS/2022

Package: Market Related

Position : Marketing and Brand Management Specialist
Unit : Marketing
Location : Centurion
Salary Package : Market Related
Job Purpose : The Marketing and Brand Management Specialist is responsible for planning, implementation monitoring RTMC's marketing strategy in order to increase brand awareness and improve marketing efforts. The incumbent in this role is responsible for the implementation of RTMC's branding and corporate identity, including the facilitation of specific publication projects so that they are produced to the required standard, on time and on budget.

KEY JOB RESPONSIBILITIES:

- Manage expenditure planning and variances within approved budget parameters
- Partner with business units across the Corporation on marketing plans across into the overall marketing strategy aligned to business / marketing objectives and budgets
- Evaluate and develop business cases that will deliver against business / marketing objectives through programmes across the value chain
- Partner with the marketing stakeholders to define and develop marketing programmes
- Build brand awareness through various media outlets
- Create social media strategies for both our industry and consumer content
- Manage the social media content of the in house marketing team, making sure that the content follows the social media strategy and is in line with the brand
- Manage social media pages/online presence - currently, but not limited to, Instagram, Facebook, LinkedIn, BizCommunity

Board of Directors: Mr Z Majavu CD(SA) (Chairman), Ms T Mditshwa, Mr T Kgomo, Prof. M Mphahlele, Ms T Thankge, Dr E Thebe, Adv. J Makgatho*
Chief Executive Officer: Advocate MS Msibi
Company Secretary: Ms S Petse
**Departmental Representative*

EM: RSSRM



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- Manage and help create sales-focused marketing content
- Promote open communication to the communications team to ensure problems are addressed timeously and effectively
- Take the appropriate actions and implement/address with teams/individuals
- Ensure that customer complaints are dealt with and resolved within all set Marketing and RTMC policies and procedures
- Ensure that all service providers follow set RTMC policies and procedures
- Ensure compliance with all legislative and regulative requirements
- To deliver, monitor and improve Customer Service
- Deliver optimal customer service to internal and external customers that adds value to the business and generates a low rate of complaints from customers
- Deal with customer complaints quickly and effectively
- Ensure regular communication with customers
- Share customer feedback with team members to ensure customer service is improved
- Develop and implement brand plans according to the set brand strategy
- Facilitate compliance to branding protocols and policies
- Make recommendations to the GM: Marketing regarding the Corporate Identity of the RTMC
- Ensure the approval of the corporate identity
- Develop publishing standards and style based on the approved corporate identity.
- Facilitate compliance in the Corporation to RTMC's brand identity and publishing standards, style and presentation
- Be the first point of contact for any inquiries on the corporate identity, including the use of appropriate media and techniques, for in-house or external development
- Provide support and advice to RTMC Management and staff on branding issues related to design, print, vehicle livery and signage
- Coordinate the distribution of generic materials for business units within the Corporation

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- Advise RTMC colleagues on the organisation's style guide and see that publications comply with the guide
- Maintain a national corporate identity contract database (e.g. designers, printers, copy editors and signage)
- Confirm that existing publications are regularly updated in line with latest information and statistics about RTMC's activities
- Liaise with the Multi-media Specialist to ensure relevant documents are published on the intranet/website and ensure consistency between printed and electronic information.
- Work with the Road Safety Stakeholder Management Relations team to co-ordinate publication activities, establish production schedules and troubleshoot publication problems
- Verify that publications, reports and materials are produced within specified budgets and reflect best practices.
- To continuously develop own personal expertise to drive personal growth
- Develop own Individual Development Plan (IDP) reflecting current and future development requirement to drive personal development
- Identify training, certification and conference opportunities to attend that will add value to your personal development and to the RTMC.
- Remain up to date with relevant market trends and incorporate information into your work to add value
- Ensure that opportunities are taken on with a "can-do attitude" and with a focus on continuous learning

QUALIFICATIONS AND EXPERIENCE:

- Matric (NQF Level 4)
- B Degree in Marketing at NQF level 6 (Essential)
- Relevant postgraduate degree at NQF level 7 (Advantage)
- Three to five (3-5) years' experience in Marketing / Advertising field (Essential)

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KEY ATTRIBUTES AND COMPETENCIES:

- Accountability and ethical conduct
- Quality oriented and judgement
- Deadline and task oriented
- Professionalism and Positive attitude
- Flexibility and Adaptability
- Must have initiative, with an eye for detail

HOW TO APPLY:

- Submit a letter of application (no prescribed template), accompanied by a recent Curriculum Vitae
- Copies of qualifications,
- Copy of Identity Document
- Copy Driving Licence Card

Applications must be forwarded via email to: RSSRMrecruitment@rtmc.co.za

Candidates are requested to clearly indicate the reference number for the position that they are applying for on the email.

NB: Persons with disabilities are encouraged to apply.

Closing date is the 04 March 2022 at 16:30, 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, please consider your application unsuccessful.

Enquiries: Human Capital at (012) 999 5200