



General Manager: Marketing

Ref No. RTMC/RSSRM/GMM/2025

Salary Package: Market Related

Position: General Manager: Marketing

Report to: Executive Manager: Road Safety Stakeholder Relations Management

Business Unit: Road Safety Stakeholder Relations Management

Location: Zwartkop/Centurion Gate

Job Purpose: The incumbent in this role is responsible for overseeing the implementation of marketing processes, plans and strategies within RTMC to increase brand awareness and recognition for the organisation. The incumbent is also responsible for ensuring that all employees across the organisation are informed. The General Manager: Marketing must further ensure the implementation of various marketing and branding strategies and plans.

KEY JOB RESPONSIBILITIES:

- Manage the marketing function of the Road Traffic Management Corporation (RTMC)
- Develop an Operational plan aligned with the Road Safety Stakeholder Relations Management Strategy and RTMC Mandate.
- Manage the communication flow between the different functions in the department and across functions in the Marketing Unit
- Ensure that reports detailing outcomes of strategic initiatives to support business objectives are available when required.
- Manage the implementation of different projects and project streams in Marketing Unit.

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- Manage and assist with the delivery of projects and continuous improvement activities
- Identify gaps within current functions and propose recommendations to management to resolve current issues.
- Act as a Subject Matter Expert for all Business Improvement projects identified within the Marketing Unit.
- 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.
- Facilitate and maintain effective stakeholder and business relationships through appropriate relationship building, networking and reporting activities.
- Contribute to RTMC's online presence and social media strategy.
- Participate in public relations and media engagements strategies to promote road safety.
- Managing advertising campaigns across digital and traditional platforms.
- Overseeing the marketing budget, ensuring effective allocation of resources.
- Reporting on return on investment (ROI) for campaigns and initiatives.
- Oversee the effective management of all marketing and branding processes and activities.
- Facilitate marketing, branding and communications strategy discussions in the section when necessary.
- In collaboration with the Executive Manager and the Road Safety Stakeholder Relations Management team, conceptualise and develop marketing and branding strategies, initiatives and campaigns.
- Manage brand integrity across service lines and other relevant activities for RTMC.
- Ensure compliance with branding protocols and policies of the corporation.
- Ensure that relevant campaign strategies are developed and implemented.
- Perform general people management functions and effective capacity management to ensure smooth running of departments.

QUALIFICATIONS AND EXPERIENCE:

- Matric NQF Level 4 as essential.
- Degree in Marketing or equivalent NQF level 7 qualification (Essential).
- Honours degree / Post Graduate Diploma in a relevant discipline (Essential).
- Master's degree in a relevant discipline (Advantage).

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- Eight (8) years Marketing experience of which four (4) years should be at a management level

KEY ATTRIBUTES AND COMPETENCIES:

- Understanding of road safety legislation and how it impacts marketing
- Innovation and adaptability in campaign planning
- Strategic leadership and vision
- Understanding of inter-governmental relations.
- Written and Verbal communication.
- Stakeholder management.
- Accountability and ethical conduct
- Must have a positive attitude and be adaptable.

HOW TO APPLY:

- Submit a cover letter (no prescribed template), accompanied by a recent Curriculum Vitae as well as copies of qualifications.
- Applications must be forwarded via email to: rssrmrecruitment@rtmc.co.za
Candidates are requested to clearly indicate the reference number for the position they are applying for on the email.
- The closing date is **31 March 2025 at 16:30 pm** and no late applications will be accepted.

NB: Persons with disabilities are encouraged to apply.

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 5425



15 March 2025