

Executive: Marketing and Communications

Ref: GEMS0135



The position of **Executive: Marketing and Communications** is vacant. The **Executive: Marketing and Communications** will report directly to the **Chief Operating Officer** and forms part of the Member Service & Experience Division. The position is based in Pretoria and is a fixed term contract of employment for a period of five (5) years.

The total remuneration package will be market-related and is negotiable, based on qualifications and experience.

This function is responsible for the development and promotion of the Scheme brand whilst ensuring that a refined communication strategy is implemented within the Scheme. The Marketing and Communications Division is responsible for Member Service & Experience by facilitating Stakeholder Management, Member Complaints Management and Member Relationship Management.

The **Executive: Marketing and Communications** will be required to provide support to the **Chief Operating Officer** through the implementation of the following **Key Performance Areas (KPAs)**:

- Develop and integrate an overall Member Service & Experience strategy and operational plan in line with the Scheme's strategic plan, rules and legislation.
- Provide direction and drive alignment to the overall organisational strategy, ensuring that the organisation's profile and brand is upheld through effective marketing, communication, member relationship and stakeholder management.
- Devise, create and manage the Marketing & Communications plan for the Scheme and service offerings.
- Responsible for safeguarding the reputation and corporate image of the Scheme in terms of External Communications and to drive Internal Communications, by working closely with Human Resources.
- Manage a team of direct reports to drive efficiencies, assume responsibility for the Marketing & Communications budget and provide reports as required.
- Maintain a sound contract and Service Level Agreement environment.
- Responsible for managing the development and delivery of an integrated communications framework across all internal, external and digital communications activities in support of the Scheme's strategic marketing objectives.
- Manage the budget for the Division.
- Monitor the procurement for the Division, ensuring alignment with policies and standards.
- Ensure cooperation between the Schemes various business partners to ensure effective overall communication.
- Ensure compilation of an annual events calendar.
- Identify and manage strategic projects, related to Member Service & Experience.
- Oversee the implementation of processes, policies and interventions which are aligned to the Scheme's Member Service & Experience Division.
- Oversee the management and monitoring of the effectiveness of the Exercise, Wellness, Lifestyle and other preventative care programmes.
- Identify new developments that will create opportunities for enhancing the Scheme's brand and membership.
- Utilise member suggestions and analytics into business strategies.
- Oversee the management of the Scheme's web portal by ensuring placement of factual information which also presents the Scheme's developments.
- Oversee print, electronic and promotional material.

Qualification requirements are:

- Master's degree in Communications, Marketing and Advertising or equivalent in a related field.
- Twelve (12) years' of functional experience with at least five (5) years' in a highly strategic Marketing and Communications senior role, including staff supervisory, budgetary and management responsibility.
- Should have at least five (5) experience in media management.
- Experience within the public sector environment is a must.
- Proven track record in devising and implementing a marketing & communication strategy.
- Strong commercial acumen.
- Self-motivated.
- Member management experience within the Healthcare industry.
- Ability to communicate at Executive level.

Behavioural Competencies

- Negotiation and influencing skills.
- Excellent verbal and written communication skills.
- Good analytical and problem-solving skills.
- Good leadership skills which foster excellence.
- Ability to think strategically and formulate operational plans.
- Ability to integrate and manage large projects.
- Ability to think conceptually and deal with complex problems.
- Ability to maintain awareness of new trends and developments in the field.
- Stakeholder relationship management.
- Responsible and reliable.
- Results-driven and action-orientated.
- Service excellence.
- Ability to demonstrate ethical behaviour at all times.

Should you be interested, please apply by emailing your Word format CV to khudu@leboconsulting.co.za.

The closing date for applications is 18 November 2017. Should you not hear from us by 31 December 2017, please consider your application unsuccessful.

GEMS employs people with the highest level of integrity – submission to the appropriate pre-employment assessment is obligatory to be considered for the position.