

VACANCY:

Brand Manager for USB Executive Development Ltd
UNIVERSITY OF STELLENBOSCH BUSINESS SCHOOL

USB Executive Development (USB-ED), the public company within the University of Stellenbosch Business School (USB), has a full time position for a Brand Manager in its Bellville (Cape Town) office. The appointee will be part of a dynamic existing team delivering a high quality service to clients, the company and society.

Job purpose:

Reporting to the Marketing Director, the Brand Manager is responsible for providing the business with the tools to sell its interventions (products) and services and implementing the USB-ED brand strategy.

Duties:

The Brand Manager will carry out many duties on a day-to-day basis, including but not limited to:

- Together with the marketing and sales teams, developing and executing creative, customer-focused and innovative marketing campaigns that support the marketing strategy for the USB-ED product portfolio, locally and within Africa.
- Workflow management with agencies, brief facilitation, follow up, job tracking, costing, production, implementation and meeting deadlines
- Executing and attending conferences and exhibitions that promote the USB-ED offering
- Managing and improving on standard operating procedures (SOP) and policy documents for marketing systems
- Developing and executing sponsorship strategy and budget.
- Reporting on marketing activities against set goals on a monthly basis.
- Managing and administrating a defined budget.

Qualifications and skills required:

- Tertiary qualification in marketing or related field.
- A minimum 3 years' work experience in Brand and/or Marketing .
- The ability to communicate abstract and concrete concepts to individuals on all levels in both written and oral form.
- The ability to monitor, analyse and present findings for strategic decisions.
- Thinking creatively but also putting structure and implementation roll-out plans to strategic goals.
- Excellent time management by working on multiple tasks, shift priorities as necessary and organise tasks and materials to meet pressing deadlines.
- Adapting and responding to change, coping with pressure and setbacks.
- Approachable, highly responsible, efficient, organised, confident, capable and self-motivated.
- The position requires an individual who is confident, decisive, pro-active and able to work as part of a team. The individual must have a willingness to travel into Africa and attend events outside of working hours.

Skills advantageous:

- Understanding of the learning environment (industry)

Commencement of duties: 1 September 2015

Closing date: 15 July 2015

Enquiries: To apply, please submit your CV to Brigitte Roediger on Brigitte.roediger@usb-ed.com

Should no feedback be received from the USB-ED within one week of the closing date, kindly accept that your application did not succeed.

USB-ED reserves the right not to make an appointment