

## SANZAF NATIONAL MARKETING HEAD - JOB ADVERT/PROFILE

ORGANISATION / COMPANY:	<b>South African National Zakah Fund (SANZAF).</b> The South African National Zakah Fund (SANZAF) is one of the leading faith-based, socio-welfare and educational organizations in Southern Africa that strives to facilitate the empowerment of needy families through the efficient collection and effective distribution of Zakah and other Sadaqat in a proactive and cost effective way with dignity, sincerity and a shared responsibility.
DEPARTMENT:	National Office – Salt River
JOB TITLE:	NATIONAL Marketing Head
JOB LEVEL:	Senior Management
SALARY:	Market Related (Dependant on experience)
MAIN PURPOSE OF JOB:	SANZAF seeks to appoint a National Marketing Head who is expected to operate at a senior strategic level, tasked with conceptualizing and developing the overarching brand and marketing strategy and pulling together all the regional efforts to achieve a unified identity. The National Marketing Head will also share marketing insight and business acumen to grow the business.

### Minimum Requirements

- Have a Bachelor's degree in Marketing or related qualification with a minimum of 10 years' experience in a Marketing position
- Have proven experience as a Marketing Manager
- Have proven experience as a Marketing strategist
- Have an advanced understanding of branding, marketing, communication, promotions and the relationship between these concepts
- Have demonstrable experience in developing efficient strategies for organisational growth
- Have a solid understanding of market research and integrated marketing mix
- Understand different business disciplines and the interplay between these disciplines (e.g.: IT, finance etc.)
- Be a leader with both creative and analytical capabilities
- Have good communication (written and verbal) and interpersonal skills
- Have an understanding of NGOs and the South African NGO industry
- Sound knowledge and practice of the Islamic faith.
- Effective reporting skills.
- Excellent proposal writing and presentation skills.
- Excellent command of written and spoken English.
- Advanced computer and Microsoft Office skills.
- Good business acumen.
- Confident, assertive and highly professional.
- Highly responsible, organised and a good planner.

**The key functions of the National Marketing Head include:**

- Conceptualise and develop the SANZAF Brand and Marketing strategy
- Implement the strategy to facilitate growth in market share through appropriate Income and Distribution initiatives
- Align the Brand and Marketing Strategy to the organisation's strategic objectives
- Develop a feasible marketing plan that supports the organisations Income and Distribution targets
- Liaise with decentralised marketing units to guide a unified approach
- Be abreast of marketing trends and evaluate relevance to the organisation's vision and strategic objectives
- Implement control measures to ensure compliance to the Brand and Marketing Strategy by all decentralised units
- Create a workable platform for decentralised units to engage with the central Marketing function
- Prepare reports and facilitate regular regional reporting to ensure a smooth delivery of central and regional marketing objectives
- Create a solid network of strategic partnerships to allow for organisation-wide marketing benefits

**Attributes and strengths**

The incumbent will display and exercise the following:

- Leadership skills – ability to delegate; champion change/innovation; communicate effectively; instill confidence; positive attitudes; ability to inspire/galvanize/motivate organization/staff around a common purpose;
- Excellent organizational skills – planning; resourcing; promotes team work; results driven; builds relationship within and outside of the organization;
- Problem solving skills; be able to think out the box and be solution driven;
- Excellent communication skills – presentation, written and oral; as well as public relations skills;
- Ability to think strategically and be innovative;
- People management skills – develops and inspire staff;
- Be responsible, reliable, trustworthy and accountable.
- Passionate about community development.
- Must be able to work under pressure and consistently meet deadlines.

***Applicants that do not meet with the criteria will not be considered. If you do not get a response from us within 21 days of submitting your CV then please consider your application unsuccessful.***

Qualified and interested applicants are invited to submit their CV, certified copies of relevant qualifications and a motivational letter to: [yasmina.francke@sanzaf.org.za](mailto:yasmina.francke@sanzaf.org.za) - **Closing Date: 31 December 2019**

Your letter should cover the following areas

- Why do you think you are the best candidate for the post?
- What is your vision for the organisation
- How will you make a difference?
- Any other relevant comments
- Please do not exceed a maximum of three pages.