



Job Title

Brand Manager

Reason for Vacancy

Vacant

Reporting to:

Sarah Snyman



Main purpose of this position

To drive marketing activity for the Accounting Professional market segment across the continent in all territories where CaseWare Africa operates. The main objective of all activities should be the generation of high quality leads, brand awareness and driving interest amongst the right target markets prior to sales' involvement. All activities should be reported on in an effective and concise manner and the optimization of processes, cost of acquisition and conversion should always be paramount

Key Deliverables and Weighting

The main deliverables of this role should always pull back to the following key performance indicators:

- Demand generation and reporting
- Marketing Operational excellence
- Client Success within accounting professional market

In order to achieve top performance, the following deliverables need to be addressed:

- Develop strategy and plans for the marketing programs that drive lead generation and align to targets and goals based on the historical and real-time data sources

Closing date: 12 July 2019

Contact person: Mpho Mogagabe – Talent Acquisition Specialist

Telephone: 010 494 0026

Email address: Mpho.mogagabe@adaptit.co.za

To Apply: <https://www.casewareafrica.co.za/careers/brand-manager/>

available to you.

- Develop product positioning and messaging that differentiates our products in the broader market and adheres to CWA values and USPs
 - Enable and support sales to effectively communicate value propositions of products and services
 - Plan the launch of new products and releases and manage cross-functional implementation of these plans
 - You will be expected to become the expert on your buyers, their buying behaviour and cycles and well as the competition in that specific segment.
 - Drive demand generation not only in volume, but more importantly in relevance and quality.
 - Drive campaign management including the development of content, management of communication channels; vendor management; event guidance; management of budget; internal communications and reporting throughout.
 - ROI based reporting focusing on lead quality, cost of acquisition and optimizing both
 - Marketing operational excellence requires high level of organization and a focus on effective, professional communication and dealings with internal and external stakeholders
-

Management Level and Details of the Management Component of this role

Junior Management



Technical Knowledge, Skills and Abilities

- At least 3 years of experience in software or product marketing
Strong written skills



Behavioural / Soft Competencies, Skills and Abilities

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- Strong interpersonal skills
- Team player
- Creative and energetic
- High attention to detail
- Deadline focused and able to handle pressure
- Process driven
- Ability to multi-task and work across multiple projects simultaneously



Computer skills And knowledge

- MS Office highly competent
- Experience with CRM systems (Salesforce is an advantage)
- Experience with marketing automation tools and systems advantageous
- Good understanding of software and systems as a whole

Details of Experience:

Essential requirements: 3-5 years of marketing experience

Desirable requirements: 3 years of experience in software marketing
Experience in financial services a plus
Previously in charge of developing marketing strategy and implementation plan



Education and Qualification

Essential requirements: Marketing Degree

Working Environment & Travel

We are a fast-paced, dynamic, flexible work environment. Anyone applying for this position must be able to work under pressure, thrive on a challenge, have high energy levels and be

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prepared to work overtime as necessary. This position involves some travel for events across the country and could possibly include travel into Africa.

Working Hours

Business hours and extra time after hours where necessary

What will make the incumbent successful in this role?

Strong ability to work well with others and across multiple teams to deliver the best results for the business and our clients, both in new business and retention. Must love a challenge, be a fast learner and be able to work well under pressure

Equity Statement?

We are committed to employment equity in our recruitment process. It is our company policy to promote within where ever possible. Therefore, priority will be given to our internal applicants if this enables us to achieve our Equity goals.

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