

Job Description

Management Committee

Marketing

Position: Marketing Officer

MCC/PR/Marketing students advantageous

A: ACCOUNTABILITY

People accountable to: Marketing manager, The Station Manager, Management Committee.

B: OVERALL PURPOSE OF POSITION: Works on the team that ensures that Madibaz Radio is well known in NMMU & surrounding areas where it broadcasts, and has a well-developed public profile in South Africa, projecting an identity in line with the station's goals and policies.

C: KEY AREAS OF RESPONSIBILITY:

- 1. Overall Strategic Management:** To execute the innovative marketing strategies and tactics formulated by the department. Ensure that the marketing tasks are carried out and that the marketing objectives of the stations are achieved. They have weekly meetings with the team where they discuss content to be covered and tasks that are to be executed at the station the following week. They plan their upcoming weeks accordingly and delegate different tasks of the station that need to be executed.
- 2. Audience research:** Coordinate comprehensive audience research annually in conjunction with the Programming Team and Station Manager to ensure that the station brand and product effectively serves the station's audience. This entails them conducting the research using a methodology that has been recommended by the marketing manager and then collecting the data necessary in a written, typed up report form to the marketing manager.
- 3. Departmental planning of marketing & advertising:** Ensuring that the general staff has a shared vision regarding the public image that the station should build for itself, that is in line with the station's goals. Working with the team and marketing manager to develop advertising policies, ideas for advertising campaigns and overall strategies for building relationships with clients. They attend weekly meetings with the marketing team and have to produce individual progress reports on the tasks they have carried out during the previous week. They are part of the bi-monthly management meeting where they must present to the management team including the station manager a verbal update about their department's activities.
- 4. Implementation of marketing strategy:** Together with the Marketing Team, developing and maintaining projects and systems through which this public image can be developed. These should include promotional events, advertising campaigns and ongoing press liaison. They formulate the Program of action for the station for the year and are responsible for its implementation. This includes organising events, booking internal venues, and organising programming staff to be present at activations.

They develop relations with the institutions various stakeholders and departments and ensure that they maintain healthy productive relationships with these various stakeholders.

They provide the audience with relevant and fresh content on all Madibaz Radio platforms and provide material that is aligned with the station's strategic objectives.

5. **Public relations:** Work with the marketing manager and the team to ensure that the station is well represented to all stakeholders and media industry. They are the custodians for the station. They meet external stakeholders both on campus and off campus. They must be always informed of all the activities of the station. They develop tactics to enhance the public image of the station on all communication platforms and monitor and review the stations presence on social networks.
6. **Maintenance & Brand development:** They are tasked with maintaining and ensuring the overall identity is consistent with the strategic objectives of the station. Work together with the Programming, music, technical, news and sports teams to constantly manage the corporate identity of the station both on and off-air. Areas that fall under brand management and development include: jingles (station id), corporate brand protection, and the website/social media platforms.

The Marketing Officers reports directly to the marketing manager. They attend 4 meetings a month with the rest of the marketing team. In these meetings their progress and challenges are discussed with recommendations for the problems encountered. They submit a weekly written report that details their tasks executed in their respective fields which are; Photography, videography, content generation, advertising and branding.

They are required to spend a minimum of 7 hours at the station a week or doing station work. The times may include weekends at times and are negotiated with the marketing manager and agreed upon. So the individual has to be able to manage time.