

ALARIS ANTENNAS (PTY) LTD

All members of the company are to abide by the company's policies and procedures.

ANNEXURE A:

JOB PROFILE

POSITION	
Position title:	Group Marketing Officer
Current Incumbent:	
Department:	Head Office
Reporting to:	Group CEO
Payment Structure:	Market Related
REQUIREMENTS	
Minimum education (essential):	Marketing Degree and/or Engineering degree or BSc or MSc degree in Marketing
Minimum applicable work experience (years):	7+ years of relevant Marketing experience
Required nature of applicable experience:	Marketing Management, Brand Management with global marketplace experience within a Technical Product environment. Experience within the Defense industry would be an advantage
Computer literacy (essential):	Microsoft Package
Computer literacy (suggested):	CRM package
Language proficiency:	English (other language would be an advantage)
Other requirements:	<ul style="list-style-type: none"> ➤ Hardworking, driven, self-motivated, ambitious person who will be able to work independently, accurately and with a high degree of responsibility. ➤ Proven track record in a similar environment of Marketing – technical product marketing and global experience is critical. ➤ Experience in brand strategy development, with proven impacts to market development. ➤ Demonstrated use of innovative techniques to establish brand(s) and drive results ➤ Proven design and execution of marketing strategies ➤ Results and outcome driven ➤ Superior ability to manage quality relationships with a range of stakeholders including customers, colleagues, suppliers and partners ➤ Excellent oral and written communication skills. ➤ People & Customer centric outlook and approach with strong interpersonal skills. ➤ Flexible with high levels of initiative ➤ High attention to detail. ➤ Work well under pressure and adhere to deadlines. ➤ Creative problem-solving skills. ➤ Organizational, analytical and decision-making skills. ➤ Professional approach. ➤ Strategic thinker ➤ Expert in Internet and social media strategy with a demonstrated track record. Demonstrated ability to see the big picture and provide useful advice and input across the company.

KEY PERFORMANCE AREAS AND TASKS		
Marketing Responsibilities / strategy	55%	<ul style="list-style-type: none"> ➤ In partnership with the Leadership Team the incumbent will develop and drive the Global Marketing Strategy. ➤ This includes the most beneficial Brand Strategy as well as the drafting of an appropriate ROI Marketing Action Plan. ➤ This covers both the appropriate Communication Strategy across multiple brands, products, mediums, channels and businesses but more importantly to the correct target market(s) to maximize value for Alaris Group. ➤ Working in close partnership with stakeholders to shape our Customer Value Propositions. ➤ Managing external advertising and media agencies as appropriate ➤ Co-ordinating marketing projects and initiatives ➤ Working with Global key partnership/ account / sales managers to develop and drive branding and marketing/sales efforts through the appropriate marketing tools. ➤ Co-ordinate suppliers to ensure a more professional website within the Group. ➤ Will be tasked with keeping up with and understanding industry best practices and emerging strategies that will keep the brand marketing up to date and ensuring that the business has a competitive edge in brand awareness, consumer acquisition, and retention. ➤ Will also have a responsibility of developing new creative, innovate, and out-of-the-box approaches in applying the business's messages. ➤ Up to date with the latest trends and best practices in online marketing and measurement ➤ Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends) ➤ Experience in setting up and optimizing Google AdWords campaigns ➤ Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets ➤ The ability to adapt to a wide variety of environments and global cultures is necessary for this position.
Brand Management	5%	<ul style="list-style-type: none"> ➤ Working in close partnership with innovation and technology teams to ensure appropriate product marketing strategies for each of the complex products Alaris offers. ➤ Using trends, data, analytics and customer insights to design and manage expressions of the brand and marketing campaigns ➤ Ultimately building the customer's rational and emotional connections with the Alaris brands. ➤ Managing marketing initiatives and campaigns conducted directly by the brand(s), including any advertising initiatives, along with associated budget.
Communication	5%	<ul style="list-style-type: none"> ➤ Providing strategic and integrated communication advice as it relates to the brand, including creative thought leadership and innovation for our branding. ➤ Able to generate key insights and action planning from research, information documents and translating this into sensible communication. ➤ Ensure regular electronic communication to current and potential clients e.g. newsletters and e-mail blogs
Event Management	5%	<ul style="list-style-type: none"> ➤ Building awareness of the company by participating in trade shows and industry analyst relations may also be required. ➤ Arrange and organize exhibitions' materials, handouts, etc. ➤ Complete exhibition applications ➤ Write press/news releases and analyze effect.
NON-FUNCTIONAL COMPETENCIES		
Business orientation	5 %	<ul style="list-style-type: none"> ➤ Understand the business to add value to the organization.

		<ul style="list-style-type: none"> ➤ Understand the ever-changing market forces and customer needs as well as how strategies and tactics work in the marketplace. ➤ Accurately interpret information, benchmarks, forecasts, trends, and product announcements and respond appropriately thereon.
Analysing and Problem Solving	5 %	<ul style="list-style-type: none"> ➤ Identify and break problems into constituent parts. ➤ Consult widely, probe facts, analyze issues from different perspectives. ➤ Make accurate use of logic, identifying connections and links between information. ➤ Use appropriate data to analyze and understand issues. ➤ Draw sound inferences and judgments from various alternatives. ➤ Take calculated low commercial risks on the basis of adequate information and analysis. ➤ Have a 2-year planning frame, with a 3-4-year long term view.
Financial Planning	5 %	<ul style="list-style-type: none"> ➤ Understand and apply financial principles and terms. ➤ Base proposals to the business based on commercially sound rationale.
Continuous Improvement	5 %	<ul style="list-style-type: none"> ➤ Help the business learn from its successes and failures. ➤ Show a willingness to share information across functional areas and levels. ➤ Display original thinking and creativity and is open to new ideas and the ideas of others. ➤ Encourage a culture of Values achievement through actions. ➤ Generate suggestions for improving work. ➤ Show a willingness to change, modify and improve existing ideas or practices.
Action Orientation	5 %	<ul style="list-style-type: none"> ➤ Be proactive, self-starting, seizes opportunities and takes responsibility for action. ➤ Be solutions-driven and focused on achieving outcomes and ensure that key objectives are met. ➤ Drive actions in cross-functional areas.
Communicating and Presenting	5 %	<ul style="list-style-type: none"> ➤ Express ideas both verbally and in writing in a way that gets the desired message across, and is clearly understood (e.g. briefs, feedback, instructions, and enquiries). ➤ Use presentation aids and facilities to enhance communication.

Please note that your responsibilities may change according to company circumstances but that any such changes will be discussed with you prior to implementation.

The employee understands that the scope of their duties may vary according to the exigencies of the company's business and the employee will be required to adapt and comply with reasonable changes thereof.

Employee Signature

Managers Signature

Date

Date