



Position Profile

Position Title: Marketing Officer	Date Evaluated
Supervisor/ Manager Title: Head of Marketing	1 Mar 2011
Business Unit: Marketing	

1. Position Purpose

To support the Head of Marketing to anticipate and cater for the direction of the Graduate Consulting Group.

2. Key Accountabilities (Output/Results)

The Marketing Officer will support the development and success of the Marketing function of (GCG).

- To develop, establish and maintain marketing activities to meet organisational objectives.
- Assist with the implementation of marketing initiatives, strategies and campaigns.

3. Key Duties

I. Corporate identity management

- Develops templates and materials for reports, presentations, business cards, letter heads and other necessary documents.
- Ad hoc research

II. Advertising and promotions

- Develops and distributes advertising & promotional materials.

- Manages and coordinates all marketing advertising and promotional initiatives.
- Assist and maintain with social media engagement (Facebook, twitter etc)

III. Media Management

- Develops informational articles for newsletters and publications.
- Media monitoring and media relations.

Writing, editing and updating the group website content.

4. Key Relationships

- Report to Head of Marketing.
- Work closely with other members of the Marketing Team, and the wider Graduate Consulting Group.
- Ability to initiate and maintain relationships with key stakeholders.

5. Role Expectations

- An average of eight hours per week is required and is subject to variability.
The incumbent is expected to produce consistent, high-quality and professional marketing materials.

6. Desired Criteria

- An undergraduate degree or progress towards relevant Degree in Marketing or equivalent or relevant work experience preferred
- The ability to prioritise, plan and organize work effectively.
- Proven ability to meet deadlines
- Succinct writing and communication skills.
- Strong leadership and management skills.

- Highly motivated and driven.
 - A team player.
 - **Expertise in Adobe Creative Suite highly regarded.**
 - **Applicants with a strong interest in photography with graphic design skills will be looked upon favorably.**
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