

LOCATION : Port Moresby	
POSITION TITLE : Brand & Media Officer	
Number of Positions : 1	Band :
Function : Marketing Development	Experience (in years) : 3 – 6Yrs Experience
Sub Function : Brand Operations	
Key Responsibilities of the Position:	
<u>Brand Strategy & Engagement with wider business:</u>	
<ul style="list-style-type: none"> • Under suitable guidance, involved in developing a brand strategy for bmobile-Vodafone dual brand and subsequently work towards implementing it within the allocated budget. • Work closely and proactively with the product team and other internal functions to understand and deliver to their marketing communications needs. • Ensure all marketing activities (advertising, retail communications and customer experience) are in line with the brand strategy • Drive a consumer-centric approach – putting consumer behaviour and media habits at the center of all communications decisions made. Use this as a steer to prioritize tasks. • Drive the delivery of a warmer and more engaging brand personality for bmobile-Vodafone, inspiring colleagues & partners across the business to bring this to life in a differentiating manner 	
<u>Creative agency & Vendor Management</u>	
<ul style="list-style-type: none"> • Managing vendors to meet the requirements on time and ensuring the respective product manager/internal stakeholder is satisfied with output. • Take ownership of leading the creative agency in PnG to develop brand identity guidelines and branding cues in line with the brand strategy. • Lead the creative development process for bmobile-Vodafone advertising to make sure local advertising develops the brand effectively. • Keep a constant eye on the prices from all vendors and look for the best available deals 	
<u>Effective utilization of budget :</u>	
<ul style="list-style-type: none"> • Forecast and develop detailed budget for the POSM requirement taking into consideration retail base and potential of the market • Demonstrate creativity and foresight in ensuring effective and efficient use of advertising budget & identify cost-effective opportunities to reach Vodafone's target audiences 	
<u>On Ground Execution :</u>	
<ul style="list-style-type: none"> • Deliver outstanding consumer brand campaigns, in partnership with Retail, Terminal, Content & Product teams , to showcase excellence in brand communications • Support delivery of an overall communications calendar for PnG, in partnership with creative and Corporate Communications colleagues 	

Market research & competition track :

- Keeping track of the competition product launches and related communication activities.
- Build a library of local brand assets, stories and examples, making up the consumer brand fact base. Supplement this with examples of best practice from other world class service brands and Telcos

Position Status :
Budgeted

Reports to Brand Operations Manager

Source : External / IJP / Internal Transfer *

Qualification(s)

Essential
Graduate

Desirable

Diploma/Masters in Mass communication

Key skills:

- Strong brand communications track record with experience of managing ATL / BTL campaigns; media literate
- Experience of agency management
- Demonstrable creative insight and judgement
- Strong preference for candidate with rounded marketing experience, preferably derived from service or retail businesses
- Ability to work under intense time pressure
- Ability to prioritize tasks and manage stakeholder expectations
- Basic-level skill at planning budgets and working within them
- Collaborative approach, strong facilitation skills
- Strong communication and presentations skills

Benchmark Industries/ Companies : Telecom , Retail , Mobile devices , FMCG