



LOCATION : Port Moresby	
POSITION TITLE : Brand & Communications Manager	
Number of Positions : 1	Band :
Function : Marketing	Experience: 7-9 Yrs
Sub Function : Brand Operations	
Key Responsibilities of the Position:	
<u>Brand & Strategy :</u>	
<ul style="list-style-type: none">• Work with team to develop the brand strategy for Bmobile-Vodafone dual brand• Work with the functional manager to ensure delivery of right consumer strategies and marketing plan to life• Ensure all marketing activities (advertising, retail communications, events, sponsorships, social responsibility projects and customer experience) are in line with the brand strategy• 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>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• Developing, executing and monitoring advertising programs like road shows, PR activities, corporate social responsibility activities and other events to enhance brand awareness and value.• Forecast the POP requirement taking into consideration retail base and individual potential of the market• Support delivery of an overall communications calendar for PnG, in partnership with creative and Corporate Communications colleagues	
<u>Creative agency & Vendor Management :</u>	
<ul style="list-style-type: none">• Managing vendors to meet the requirements on time, as per the requirement• Lead 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 makes the best use of the brand and develops the brand effectively.	
<u>Market research & competition track :</u>	
<ul style="list-style-type: none">• Keeping track on 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• Conduct best practice workshops and create training tools to raise the standard of Consumer Brand communication	

**Effective utilization of budget :**

- Ensure effective and efficient use of advertising budget & to identify cost-effective opportunities to reach Vodafone's target audiences
- Instill a highly audience-centric approach – putting consumer behaviour and media habits at the centre of our marketing plans and evaluating our ability to reach the right people at the right time

**Position Status :
Budgeted**

Reports to Chief Marketing Officer

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 large scale ATL / BTL campaigns
- Experience of agency management
- Rounded marketing experience, preferably derived from service or retail businesses
- Demonstrable creative insight and judgement
- Numerate and media literature with the ability to bring a commercial perspective
- Collaborative approach, strong facilitation skills
- Leadership and influencing skills
- Stakeholder management skills
- Strong communication and presentations skills

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