

Brand South Africa vacancies Requirements:-

- Post graduate Degree in Political Science / Economics / Sales/ Research and Marketing/Business Management / Communications or equivalent.
- 10+ years combined experience in Research, Marketing and Communications environments with exposure to strategic brand marketing and stakeholder relations at a senior management level.
- Brand/System Contribution: Knowledge in brand development and how it contributes to ROI. This includes understanding drivers that influence how it links to the overall business performance and reputation management strategies.
- Working knowledge of systems and processes involved in nation brand management as informed by research insights, awareness measures and competitor analysis that contribute to organisational performance.
- Developing and articulating a research strategy (insight generation, model development, analysis monitoring,)
- Good understanding of the political and legislative environment (domestically, in the continent and internationally).
- Thorough knowledge of the workings of the business and macro-economic environment (domestic and international).
- Understanding the socio-economic environment (domestic and international).

Government Vacancies South Africa