

JOB SPEC: MEMBERSHIP AND MARKETING MANAGER

A: JOB INFORMATION SUMMARY

Job title	:	Membership and Marketing Manager
Job Category	:	Middle-management level, professional
Industry	:	Professional Body, Education, Training & Development
Salary	:	R450 000 – R550 000 Cost To Company, negotiable
Position Type	:	Fixed-term Contract, 3 years renewable
Location	:	Centurion, Pretoria
Post reports to	:	Chief Executive Officer

B: JOB PURPOSE:

This is an exciting opportunity to join the Southern African Institute of Government Auditors (SAIGA), a professional body that has a focus in the public sector auditing and accounting profession. The Membership & Marketing Manager will be responsible for managing the development and implementation of membership, stakeholder, and marketing initiatives and strategies for the Southern African Institute of Government Auditors.

C: KEY PERFORMANCE AREAS:

- Develop and implement marketing strategy of the Institute.
- Manage marketing initiatives of the Institute with the aim of growing members and the SAIGA brand.
- Plan and direct the day-to-day membership and marketing operations within the Institute.
- Effectively manage and develop efficient and cost-effective membership processes and systems that will give excellent service to members of SAIGA.
- Implement cutting-edge operational membership strategies for the Institute.
- Maintaining and improving membership growth of the Institute.
- Management of the membership and marketing team in the Institute.
- Monitoring and analysis of local and global member trends with the aim of benchmarking in the Institute.
- Manage events of the Institute.
- Managing processing of membership applications and renewals.
- Manage member annual CPD compliance audit and necessary reporting.
- Prepare monthly management reports.
- Manage member relations, member compliance with CPD, member complaints and adherence to SAQA requirements.
- Manage website and social media of the Institute.
- Manage relations with PR and marketing agency and other stakeholders.
- Manage ad hoc projects related to membership, marketing, and stakeholder relations.

D: APPOINTMENT REQUIREMENTS

The following requirements are applicable

- Minimum 5 years' of experience in marketing, membership, and stakeholder relations.
- Five years management experience.
- Detailed understanding and knowledge of professional body, training, and education environment.
- Experience of working with committees.
- Project management experience.
- Matric/ grade 12 or equivalent.
- Diploma, degree or equivalent qualification in business management, marketing, or related fields.
- Leadership skills and experience in people management.

E: SPECIFIC SKILLS & PERSONAL ATTRIBUTES

- Strong stakeholder orientation skills
- Strong communication (verbal, written report, and proposal writing)
- Ability to perform under pressure
- Ability to operate in a complex environment with multiple projects
- Ability to use technology effectively
- Good problem solving and analytical competencies
- Presentation skills.
- Promoting high personal and professional standards that support SAIGA`s vision, mandate, and values
- Result driven

Applications must be e-mailed by 4 September 2021 to careers@saiga.co.za

SAIGA is an equal opportunity employer and therefore preference will be given to candidates who will add value to the diversity of SAIGA. Correspondence will be limited to shortlisted candidates only. Only candidate who meet the requirements should apply. SAIGA reserves the right not to make an appointment. By applying, the applicant gives SAIGA permission to perform background, security, and employment reference checks and to verify documents and qualifications.