



VACANCY
HEAD MARKETING, COMMUNICATIONS, AND BRANDING

Position Title: Head Marketing, Communications and Branding
Duration: Three-year contract
Location: Stellenbosch/remotely

Background:

Peace Parks is a non-profit conservation organisation that specialises in the development of Transfrontier Conservation Areas (TFCAs) and the long-term management of key protected areas within these landscapes. We currently focus on the development of four priority TFCAs throughout southern Africa and the co-management of nine national parks and protected areas covering over 3.5 million hectares within a larger TFCA landscape of over 650,000km².

Job Purpose:

To drive Peace Parks' strategic marketing, communications and branding globally and manage the delivery of a comprehensive PR and engagement strategy in line with PPF strategy. Build and effectively manage the leadership team for the marketing, communications, and branding functions.

Key Performance Areas:

Marketing

- Define and manage the Peace Parks Foundation brand: value proposition, target markets, key messaging, employer brand based on market trends and donor/client habits to guide marketing strategies. Set marketing goals and objectives to promote the company's brand image and voice. Design, plan and execute the annual marketing plan and strategy.
- Develop and implement performance metrics and tracking tools to monitor and measure results. Use data and reports to measure, review and improve the performance and success of marketing campaigns, and make evidence-based decisions.
- Spearhead the strategic and tactical execution of marketing campaigns and activities, including advertising, public relations, events and promotions, to enhance the public awareness and positioning of the organisation and all its main activities.
- Determine KPIs for the marketing strategy, track KPIs on a regular basis and present reports.

Communications

- Act as the strategic lead for a PR, communications, social media, and media engagement strategy, pro-active and re-active, including responsibility for all campaigns in line with PPF strategy. Define media opportunities and messages.

- Provide appropriate support, training, and resources for senior PPF staff.
- Drive development and oversee implementation of Peace Parks' strategic communications strategy including communication plans and campaigns.

Branding

- Manage and implement strategies to promote corporate identity and strengthen brand value. Develop, refine, and ensure frameworks, processes, and policies related to brand are adhered to, ensure brand consistency across all operational areas, and hold members of the organization strictly accountable.
- Oversee the nature and tone of content, and adherence to branding, across the organisation's digital channels. Collaborate with all units within PPF to support the roll out of marketing and branding strategies.
- Identify key brand partnerships with individuals, other brands, corporations, organizations, media companies (i.e. original content series).

Other

- End responsible for all marketing, communications and branding related contracts, licensing and legal agreements.
- Stay up to date with the latest marketing technologies and best practices
- Contribute to the overall growth of the company

Role Requirements:

- Tertiary qualification or experience that amounts to similar in Marketing, Communications, or similar field.
- 10 years' experience developing strategy for a multi-faceted marketing and communication function and managing a team to achieve the objectives and key results
- Proven track record delivering marketing and communications success within the non-profit environment
- Affinity with, and knowledge of issues pertaining to nature conservation, climate change, ecosystem services, sustainable development, gender, and human well being
- Driven by the prospect of building a high-performing marketing and communications function that scales with Peace Parks Foundation over time
- Experience with the nuances of different forms of marketing tactics and how to adapt messaging and design to each form
- Ability to establish processes in a fast-growing organisation with a focus on execution, quality, and extreme attention to detail
- Proven leadership skills with an ability to motivate, coach, and hold teams accountable to produce high-quality results
- Strong professional background leading successful teams, including direct experience developing and executing marketing strategies, content development, communications plans, and overseeing 360 campaign creation
- A self-starter with initiative and drive, capable of executing rapidly with limited strategic direction

- Exceptional eye for quality and an unwillingness to compromise on high standards for both messaging and design
- Excellent verbal and written communication skills and the ability to collaborate and network with individuals across a variety of function.

Interested candidates are invited to submit a cover letter detailing their interest in and suitability for the position and a Curriculum Vitae, with full address, telephone number, email address and contact details of at least three contactable references. These should be submitted by **28 November 2022**.

A competitive salary package will be negotiated, based on qualifications and

experience. Applications should be submitted to:

Human Resources

Email: applications@peaceparks.org

SHORTLISTED CANDIDATES will be contacted to attend an interview. Should you not hear from us within two weeks from the closing date, your application was unsuccessful.