

3rd May 2024.

VACANCY ANOUNCEMENT

Digitel (a truly Junubia telecom company) invite **External / Internal** applications for the position of Brand & Communication Supervisor as seen below.

Job Context

Job Title: **Brand & Communication Supervisor**

Department: **Commercial**

Reports to: **Marketing Manager.**

Job Location: **Juba (1)**



Purpose/Responsibility

To initiate all brand & communications plans, initiatives, activities aimed at building Digitel as a brand.

This will cover both traditional media (print media, radio, TV, outdoor) and digital media (FB, YouTube, LinkedIn, Instagram, Twitter, among others). These platforms will cover Digitel products, services, events, sponsorships, and all stakeholder engagements. The overall purpose is to grow the brand along both Above the Line (ATL) and below the line.

Main duties

- Briefing the multiple agencies in line with approved brand/product activity plans.
- Effectively use existing media channels to push various products and services – Radio, print; TV and outdoor & digital platforms (face book, website, etc.).
- Relate all brand communication to the Digitel brand identity i.e. comply with Digitel corporate identity!
- Drive new unique media channels e.g. digital & social platforms.
- Benchmark Digitel branding and communication initiatives positively against competition.
- Implement relevant, clear & easy to understand internal and external communications that drive consumers to make Digitel their first choice.
- Implement & showcase Digitel brand visibility at strategic landmark sites branding e.g. Airport, Major entry point, Major round about etc.
- Initiate, Prepare and seek approval of purchase requisitions, purchase orders and reconciliations statements for service providers to commercial.
- Prepare exceptional requests for project-based brand & comms activities that have value to business.
- Ensure monthly expenditures are properly accrued and accurately reported & reconciled with Finance.
- Ensure Monthly reconciliations with all partners – service providers e, g media houses, outdoor agencies, creative agencies among others.



- Implement the agreed vendor SLAs for each channel and ensure adherence.
- Share monthly dashboard of contract specific KPIs and implement agreed sanctions in case of violations
- Implementing and ensuring complete brand guidelines Digitel (color, presence, tone, implication, format, etc.).
- Take actions when necessary to correct errors in brand presentation across all media platforms.
- Be the first line PR voice on radio, and other communication platforms

Minimum Requirements

- A recognized university degree with 2 to 3 years' experience or Business diploma with 5 years of experience.
- Media, brand, events management, customer service experience is a strong plus.
- Project Management experience will be an advantage.
- Basic Media especially digital.
- Competitive, fast paced, flexible.
- Weak macro-environment.

Skills / physical competencies:

- Computer competence in micro-soft office packages at intermediate level or above
- Conversant in use of e-communications tools like outlook, webmail, and digital platforms
- Numerical competence at intermediate level or above
- Strong communication skills both verbally and orally in English & Arabic.
- Good personal organizational skills.)

Technical Skills

- Digital Marketing Understanding & practice.
- Basic Marketing and Sales management understanding
- Consumer Insights generation + Briefs
- Competitor Analysis
- Media buying and relationship management.
- Telecom knowledge

Application Process

Applications along with resume/CV should be submitted online to recruitment@digitelss.com by **23rd, May, 2024**.

