

## JOB ADVERTISEMENT– HEAD OF SALES AND MARKETING (EXECUTIVE LEVEL POSITION)

### WHO ARE WE?

Ntiyiso Consulting Group is an authentically African and globally wired management consulting firm specialising in all major industries. We deliver sustainable solutions through three subsidiaries, viz. Ntiyiso Revenue Consulting, Ntiyiso Business Consulting and Ntiyiso Industrialization Consulting. Ntiyiso means 'TRUTH' in the Xitsonga language. Therefore, we are naturally inclined to deliver the most trusted solutions to our clients and at the heart of why we exist lies our purpose: to empower institutions that enable Africa's development.

### JOB PURPOSE

The primary mandate of the Sales and Marketing department (“the department”) is to create an enhanced and positive experience for all of Ntiyiso Consulting’s potential clients and clients. This mandate is achieved by managing the journey of engagement (“customer journey”) with the organisation at each of Ntiyiso Consulting's touch points, as measured by Ntiyiso Consulting’s marketing, branding (“desirability part of the business model”) and sales (“5Cs sales funnel”) efforts. The department aims to ensure a high-performing business development machinery that leads to sustained revenue growth.

The department achieves this objective by leading all the strategic marketing and branding efforts of Ntiyiso Consulting and coordinating and supporting all the sales efforts. Reporting to the Group Chief Executive Officer (GCEO), the Head of Sales and Marketing provides department leadership. It will work closely with the subsidiaries’ Managing Directors (MDs) to streamline the various value propositions of the organisation and identify target markets most suited to the value propositions. The Head of Sales and Marketing will also directly support the MDs on all the sales and after-sales activities. The role will have four key performance areas, the details of which are provided below.

## KEY RESPONSIBILITIES

### Marketing Management

- Develop and articulate a clear marketing strategy with inputs from the MDs regarding value propositions and intended target markets.
- Commission and deliver on studies for market and competitor analysis.
- Developing and maintaining a clear positioning statement for the group, its subsidiaries and each of the value propositions.
- Jointly with MDs, develop and maintain pricing for each value proposition.

### Brand Management

- Develop and manage marketing and branding collateral for the group, its subsidiaries and the various value propositions.
- Planned, coordinated, and implemented activation events for all the value propositions.
- Coordinate the thought leadership from the various subsidiaries.
- Manage all sponsorship commitments and ensure that the organisation derives value.
- Manage all brand and associated iconography, e.g. signage, mottos, taglines, document and presentation templates.

### Generating leads by creating Contacts

- Maintain a database of past tender submissions.
- Scan the environment for tender opportunities.
- Qualifying the tender opportunities, i.e. match the problem to a value proposition.
- Facilitating with the MDs to complete tender response.
- Timely submissions of tender responses.
- Maintaining competitor and pricing information from tenders submitted.
- Update tender responses, particularly methodologies with learning from past responses.
- Support all personnel with contributing and shaping a high-level value proposition presentation for the introductory meetings (section 32), i.e. matching the problem to a value proposition.
- Generate leads through email by regularly sending marketing material to the target market and collating feedback.
- Generate leads by providing intelligence from the company website and social media accounts (Facebook, X and Instagram).

## KEY RESPONSIBILITIES

- Logging all the leads into the CRM system.

### Converting Contacts into Connections

- Obtain regular progress feedback and status updates from tenders submitted and update the tender database (CRM system) with any feedback.
- Support all personnel with contributing and shaping a value proposition presentation for council and executive meetings (section 32), i.e., matching the problem to a value proposition.
- Manage the section 32 process, i.e. identify the most relevant and facilitate the exchange of information.

### Converting Connections into Candidates

- Obtain regular progress feedback and status updates from tenders submitted and update the tender database (CRM system) with any feedback.
- Timely receipt and dissemination of shortlisting invitations and requirements for the meeting/ presentation (including logistics).
- Support all personnel with contributing and shaping a value proposition presentation where shortlisted.
- Where a bid is lost, collate feedback and update proposals with learnings (methodology, pricing and other requirements).
- Submit any additional information required in the SCM process resulting from the section 32 process.

### Converting Candidates into a Contract – *This is a stage where a client is satisfied that we meet the requirements and gets to purchase our services.*

- Timely receipt of appointment letter and support the relevant MD with a response (i.e. provide reminders).
- Support the CEO and MDs with concluding the SLA.
- Solicit feedback and update the knowledge bank with learnings.

### Converting Contracts into a Client

- Conduct quarterly client satisfaction surveys (what works and what does not work).
- Provide detailed feedback to delivery teams.

## KEY RESPONSIBILITIES

- Provide monthly reminders to MD on meeting with all clients and provide compliance reports.
- Regularly prompt and monitor selling opportunities and assist MDs to close.
- Attend and contribute to project closure meetings.
- Update the CRM system and provide feedback on knowledge management.

### Strategic Management

- Develop and maintain a strategy for the department, which will include a capacitation plan.
- Drive achievement of strategic goals.
- Provide regular status updates on the sales funnel to Governance forums, CEOs and MDs.
- Develop business processes to close gaps and eliminate ambiguity.
- Develop and regularly update business development policies (e.g. pricing policy).
- Plan, Organise, lead and monitor the department and its staff.
- Manage all suppliers and contractors based on contractual and service-level agreements.

### People management

- Recruit, develop and coach junior employees.
- Manage the performance management process every quarter (contracting, providing regular feedback, conducting quarterly PM meetings and developing and executing personal development plan).
- Manage staff conditions of employment (leave requirement, absenteeism, timesheets).

### Financial Management

- Develop an annual budget for the department.
- Provide monthly management accounts.

## JOB COMPETENCIES – SKILLS, KNOWLEDGE AND ATTRIBUTES

### Core Competencies

#### A: Skills

- Leadership
- Ability to challenge the status quo
- Drive innovative thinking
- Capability to successfully implement strategy
- Budgeting and project planning
- Managing people and process

#### B: Knowledge

- PFMA
- MFMA
- Treasury Regulations
- SCM Regulations

#### C: Attributes

- Customer service orientation
- Emotional intelligence
- Results/performance-driven

### Position Competencies

#### A: Skills

- Strategic and Conceptual thinking
- Problem solving and analytical
- Interpersonal skills
- Lead and inspire
- Supervise and motivate teams
- Planning and organising
- Decision making
- Excellent written and spoken communication.

#### B: Knowledge

- Marketing
- Value Proposition
- Market segmentation and targeting
- Positioning statements
- Branding
- Advertising
- Sales
- Generating leads
- Client conversion
- Deal Making
- After-sales support
- Regulatory
- PFMA

- Treasury Regulations
- Software packages
- MS Projects
- MS Word
- MS Excel
- ERP
- CRM

**C: Attributes**

- Leadership skills
- Relentless and focused
- Proactiveness
- Attention to detail
- Assertiveness
- Team leading
- Oral persuasiveness
- Stress management
- Professionalism
- Self-management
- Coaching and motivating

QUALIFICATIONS AND EXPERIENCE	
Minimum level of academic qualification necessary to perform.	<ul style="list-style-type: none"> <li>• Minimum of an Honours degree in Marketing, Sales, or Business Management</li> <li>• Professional Project Management certification will be advantageous.</li> <li>• An MBA or MCom is highly desirable</li> </ul>
Prior exposure necessary to perform	<ul style="list-style-type: none"> <li>• 5 – 10 years experience in a senior management position (sales and marketing)</li> </ul>

WORKING CONDITIONS AND SPECIAL REQUIREMENTS	
Specific training required for the job	<ul style="list-style-type: none"> <li>• As per the Group's training and development policy</li> </ul>
Other requirements specific to the job – minimum	<ul style="list-style-type: none"> <li>• Possession of a valid driver's license and own car</li> </ul>
Shift work, Overtime, Travel, Uniform, Special conditions	<ul style="list-style-type: none"> <li>• Willingness to travel</li> <li>• Work long hours</li> </ul>

**TO APPLY:**

Please send your Curriculum Vitae and proof of qualifications to: [careers@ntiyisoconsulting.co.za](mailto:careers@ntiyisoconsulting.co.za)

Consider your application unsuccessful if you have not heard from us two weeks after closing.

**CLOSING DATE:**

Thursday: 29 February 2024

17:00 (End of Business)