

Business Unit: Dura Motors Limited

Dura Motors Limited (DML) is a Ugandan trusted Company in mobility and adhesive tapes Manufacturing. Established in 2005, we are the nation's leading importer, assembler, and manufacturer delivering reliable two and three-wheel Motorcycles/vehicles and a diverse range of adhesive tapes. We provide unparalleled quality and service across our diversified business verticals.

Job Description

The Marketing & Corporate Affairs Manager is responsible for creating and maintaining the organisation's image to enhance business performance. He / She will lead the team that designs and delivers the organisation's media strategy, builds and maintains strategic relationships with all stakeholders and identifies opportunities to improve external impact.

Job Title: Marketing & Corporate Affairs Manager

Department: Corporate Affairs

Reports to: Managing Director
General Manager
Manager Human Resources

Supervises: N/A

Deadline: 17 June 2024 at 5:00 PM

Base salary: Not Disclosed

Duty Station: Within Uganda, Kampala, East Africa

Role Summary

The Marketing & Corporate Affairs Manager is responsible for creating and maintaining the organisation's image to enhance business performance. He / She will lead the team that designs and delivers the organisation's media strategy, builds and maintains strategic relationships with all stakeholders, identifies opportunities to improve external impact and business growth; develop and implement the company's corporate policies and strategies to drive the company's business goals and objectives.

Key Accountabilities

- Preparing proposals, corporate presentations and reports to potential and current business clients and partners
- Preparing winning bids and writing, evaluating, negotiating and executing various contracts.
- Develop and implement appropriate Corporate Affairs strategies, programmes, and policies for all stakeholders to achieve positive image & brand.
- Design programmes to create and maintain a positive image of the organisation to the external public.
- Manage the production and dissemination of information with targeted publics through appropriate channels in line with the corporate mission and vision.
- Manage and coordinate research into stakeholder's perceptions and image of the organisation, to achieve and maintain a positive reputation for the organisation.
- Prepare, Manage and Monitor the Corporate Affairs & External Relations Department budget.

- Lead the implementation of the organisation's media-relations strategy to enhance goodwill and positive coverage for the organisation.
- Plan and implement Corporate Social Responsibility that champion and develop the ethical, environmentally friendly, and community-minded side of the organisation. This would involve business-creating links between the organisation and the community and raising positive awareness of the organisation's commitment to sustainable social responsibility.
- Manage the development and implementation of Corporate Social Responsibility programmes.
- Develop and implement crisis management strategies to alleviate crisis situations and maintain positive reputation.
- Advise senior management on key strategic communications to uphold a positive image and reputation for the organisation.
- Lead, motivate and develop the departmental staff to achieve business and people objectives.
- Manage the department's communication.
- Identify, implement and benchmark best practices in management.
- Manage and implement change initiatives to achieve desired business plans and culture.
- Writing and editing in-house magazines, case studies, speeches, articles and annual reports for the business.
- Inject creativity and innovation into content creation and branding initiatives
- Supporting corporate research projects for the exploration and advancement of business objectives
- Planning and organizing corporate Events in line with the Company's business plan

Compliance

- Ensure Dura Motors Policies and regulatory compliance in execution of your activities
- Adherence to all Dura Motors Policies and Procedures
- Prepare and submit consolidated compliance reports

Educational Qualification

- Bachelor's Degree (Hons) in Mass Communication, Marketing, Social Sciences, and Public Relations, Languages and linguistics, Business or any other relevant discipline from a recognized university.
- Membership of CIPR-UK/ or relevant professional body is an added advantage

Experience, Skills & Competency Requirements

- Five (5) years of relevant experience in a busy corporate entity of high repute
- Knowledge of Zongshen Three wheel Motorcycles & Senke Motorcycles is an added advantage
- Knowledge of the Automobile sector and the associated laws and regulations
- Experience building relationships with local media, government, and other external bodies
- Ability to translate strategy / complex material into clear communication plans and messaging
- Emergency media response experience and confidence in handling media enquiries in a crisis
- Experience in developing and delivering a Corporate Affairs strategy.
- Experience in developing and implementing a website and social media strategy.
- Experience in engaging stakeholders across all levels.
- Experience in developing an internal and external communication strategy
- Ability to prioritize, work under pressure and deliver to deadlines

- Excellent communication (written and verbal) and interpersonal skills with an ability to network and interact at all levels
- Must be of unquestionable integrity, Honesty, Trustworthiness and Professionalism
- Advanced computer literacy skills - MS Office (Word, Excel, PowerPoint)
- Knowledge and understanding of Business Processes
- Business Acumen

Job application procedure

Please put the job title in the subject body of the email

Email your CV and Academic documents to: hr@duramotors.co.ug

Deadline: 17 June 2024 at 5:00 PM