



## **APPLICANT INFORMATION PACK**

**Team Leader Marketing & Branding**



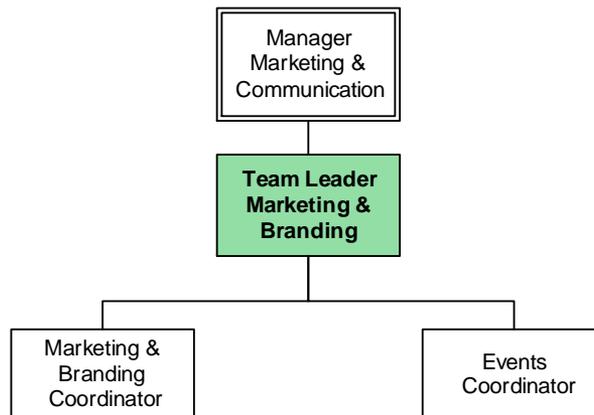
## Overview

### The Role

Reporting to the Manager Marketing & Communications, this role is responsible for promoting corporate image, providing customer information service, website and graphic designing, advertising and contingency planning within budget with sound economic evaluation and marketing strategies utilising media to support its business promotional needs

### Reporting Relationships

This role reports to the Manager Marketing & Communications. The team structure is depicted below.



### Key Responsibilities and Accountabilities

The following table highlights this position's key responsibilities and accountabilities. It is not an exhaustive list however, and the position holder can expect to be engaged in other activities where they can add value to PPL and for which they are competent.

<b>You are <u>responsible</u> for the following activities</b>	<b>You are <u>accountable</u> for how well the following deliverables are achieved</b>
Promoting and Maintaining Corporate Image	PPL has and maintains the capability required to promote and maintain a positive and favorable corporate image and is perceived to be an effective service provider.
Customer Information Service	<p>PPL customers are kept informed through the various forms of media of any operational issues affecting supply and the steps being taken to address those issues.</p> <p>PPL customers receive a timely and effective response to any queries made.</p> <p>Major customers are proactively individually advised of any issues that may affect their supply or billing.</p>
PPL Staff Information Service	PPL staff are kept proactively informed of all workplace issues and achievements through a formal information network being in place.
Public Education Programs	Public education programs and awareness conducted to ensure PPL's customers are well aware and informed of the services provided
Event Coordination	All events that PPL is involved in or hosts is organised professionally and is a success.
Stakeholder Relations	PPL's stakeholders including Board members, the IPBC, Minister and the Government and other interested parties have professionally prepared Annual Reports and other official documents.
Marketing Action Plan	The strategies for each marketing objectives are translated into practical time bound actions with clearly assigned responsibilities
Marketing Budget and Economic Evaluation	The commercial implications of PPL's marketing efforts are quantified, timed and documented
Advertising and Promotions	Targeted markets are made aware of PPL's new products/services in a way that relates to them and their needs
Image and Branding	Appropriate measures employed to improve PPL's image

Team Management	<ul style="list-style-type: none"> <li>• The Marketing &amp; Branding Team's resources are commensurate with the needs of the business and comply with both company and legislative requirements.</li> <li>• Members of the Marketing &amp; Branding team know and understand the strategic direction of PPL and their respective roles and responsibilities, including acceptable behaviours and standards of performance expected of them.</li> <li>• PPL is recognised as a leader in the field of Marketing &amp; Branding practice and performance within PNG</li> </ul>
Relationship Management	<ul style="list-style-type: none"> <li>• Positive and constructive relationships are established and maintained with fellow members of the PPL Team.</li> <li>• Members of the wider PPL Team and relevant functional Divisions are appropriately involved in and kept informed of the Marketing &amp; Branding Team's activities and matters affecting their areas of responsibility.</li> <li>• Strong business relationships are established and maintained with the Marketing &amp; Branding Team's key service providers and customers.</li> </ul>

### Selection Criteria

The below selection criteria will be used to evaluate applications for the role. It is essential you meet and address this criterion as part of your application if you are intending to apply.

1. A University qualification in Business Administration, Finance, Marketing or related field
2. Demonstrate a successful track record in a team leader position within the power industry.
3. Significant experience in marketing & branding, managing organisation turnaround in terms of culture and performance, introducing new concepts and methods of working and presenting reports
4. Strong, people management skills and be able to demonstrate success in organization transformation, have strong business acumen.
5. You will need to be a person that is; Driven to create change with proven capabilities, Forward thinking, strategic and disciplined, Inspiring, caring and works well with others for superior results, Takes personal accountability and Customer centric.

### Remuneration



An attractive remuneration package is on offer, and salary will be commensurate with experience and qualifications.

### **How to apply?**

Please review the following *essential* requirements for application to this role.

### **What to submit with your application?**

A. Response to the Selection Criteria. Please provide details of your prior skills and experience in accordance with each of the Selection Criteria detailed below. Your response should be no more than a total of three pages, with 2-3 paragraphs for each Selection Criteria.

- 1. A University qualification in Business Administration, Finance, Marketing or related field*
- 2. Demonstrate a successful track record in a team leader position within the power industry.*
- 3. Significant experience in marketing & branding, managing organisation turnaround in terms of culture and performance, introducing new concepts and methods of working and presenting reports*
- 4. Strong, people management skills and be able to demonstrate success in organization transformation, have strong business acumen.*
- 5. You will need to be a person that is; Driven to create change with proven capabilities, Forward thinking, strategic and disciplined, Inspiring, caring and works well with others for superior results, Takes personal accountability and Customer centric.*

[NOTE: The above selection criteria **must** be specifically addressed in order to be considered for the position. Applications not addressing this selection criteria may not be considered for the role.]

B. Curriculum Vitae. Please provide a copy of your curriculum vitae, including details of your work experience and qualifications.

C. Referees. Please provide the names and contact details of three referees who can provide a reference on recent and past work experience. Details should include current phone numbers and email addresses.

### **When to submit?**

Applications must be received by **COB Tuesday 25<sup>th</sup> September, 2018.**

Late applications may not be considered.

### **How to submit?**

The preferred method of submission is by email to **recruitment@pngpower.com.pg** clearly indicating the subject as **"LEAD-VAC"**

You may also submit your application through mail or hand delivered to the following addresses:



**Postal Address:** The Recruitment Officer  
PNG Power Ltd  
P O Box 1105, BOROKO, NCD

**Hand Delivered:** PNG Power Head Office, Cnr Wards Road, Hohola, NCD