

JOB TITLE	:	MANAGER BRAND AND POSITIONING
REPORTS TO	:	HEAD OF MARKETING
BUSINESS UNIT	:	COMMERCIAL
LOCATION	:	HEAD OFFICE: PRETORIA
POSITION STATUS	:	CONTRACT
POSITION GRADE	:	D2

Purpose of the Job

To develop, implement and safeguard Postbank's brand strategy and identity owning the end-to-end brand management value chain from insight and research through strategy execution to performance measurement, to foster trust, differentiation and loyalty among diverse customers, particularly underserved South African communities in alignment with the Postbank Amendment Act 44 of 2013. translate the brand direction into inclusive positioning and messaging that emphasise accessibility and empowerment in the competitive financial services landscape, utilising comprehensive marketing tools and channels to evolve the brand dynamically. Collaborate with cross-functional teams, execute cohesive brand initiatives, monitor real-time reputation and generate thought leadership content that balances commercial appeal with social impact to support customer acquisition, retention and organisational service delivery.

Job Responsibilities

- Develop and maintain Postbank's brand strategy, positioning, identity and brand guidelines.
- Conduct brand research and customer insights analysis to inform brand decisions and identify opportunities for improvement.
- Plan, coordinate and implement brand campaigns and initiatives across relevant marketing channels.
- Drive always-on brand visibility through consistent brand presence and messaging across customer touchpoints and marketing channels.
- Monitor brand performance, market positioning and reputation, and recommend corrective actions where required.

Qualifications and Experience

- Bachelor's degree in marketing, Communications, Brand Management or a related field (NQF Level 7).
- 5–7 years' experience in end-to-end brand management and positioning, including at least 3 years in financial services, retail banking or a similarly regulated, mass-market environment.
- Proven experience in developing and implementing brand strategies, brand guidelines, integrated campaigns and reputation management initiatives.
- Experience in budget management, stakeholder engagement and presenting to senior management would be advantageous.
- Postgraduate diploma or certification in Branding, Brand Strategy or Digital Marketing would be advantageous.

Knowledge and understanding of:

- Brand identity, architecture and governance.
- Integrated brand and campaign management across traditional and digital channels.
- Brand performance measurement, brand health tracking, market research, competitor analysis and social listening.
- Brand reputation management, crisis communication and customer perception.
- South African customer segments, cultural nuances and financial inclusion.
- Relevant regulatory and compliance requirements, including, FAIS, POPIA and applicable advertising standards.

Skills and Attributes

- Strong strategic thinking, analytical and problem-solving skills.
- Ability to translate brand strategy into practical marketing initiatives and consistent brand messaging.
- Strong written and verbal communication, presentation and content development skills.
- Project coordination, budget management and the ability to manage multiple priorities.
- Stakeholder engagement, collaboration and the ability to influence across business units.
- Attention to detail and commitment to brand consistency, quality and compliance.
- Proficiency in brand management, digital analytics, social listening and reporting tools.
- Ability to interpret data and insights to measure brand performance and recommend improvements.

How to Apply

If you wish to apply and meet the requirements, please forward your Curriculum Vitae (CV) to recruitmentNM@postbank.co.za. Please indicate in the subject line the position you are applying for. To view the full position specification, log on to www.postbank.co.za and click on Careers.

Closing Date

30 October 2026

Disclaimers

The South African Postbank SOC Limited is committed to the achievement and maintenance of diversity and equity in employment, especially with regard to race, gender and disability. In compliance with the bank's employment equity plans, we encourage and welcome applications from diverse groups from the South African Employee active population. Correspondence will be limited to short-listed candidates only.

If you do not hear from the South African Postbank SOC Limited or its Agent within 3 months of this advertisement, please accept that your application has been unsuccessful. The South African Postbank SOC Limited reserves the right not to fill the positions or to re-advertise the positions at any time.

POPIA provides that everyone has the right to privacy and it includes a right to protection against the unlawful collection, retention, dissemination and use of personal information. By applying for employment you consent to the processing of your personal information with Postbank. Your personal information and any attached text or documentation are retained by Postbank for a period in accordance with relevant data legislation.