



## MARKETING COORDINATOR JOB SPECIFICATION

### ROLE PURPOSE

We're looking for a creative and enthusiastic Marketing Coordinator to join our dynamic team! In this role, you'll assist with content creation and coordination for social media, newsletters, and campaigns, collaborating on graphic design projects using tools like Canva and Adobe Creative Suite. You'll also be responsible for online community building through social media platforms and content scheduling, engage with audiences, and track campaign performance. If event coordination excites you, you'll help plan and execute online webinars, trade shows, promotions and CSR initiatives. You'll play a key role in supporting the Marketing Manager with the implementation of the group strategy, while keeping an eye on market trends, competitors, and consumer insights. Along with this, you'll support day-to-day administrative tasks and ensure everything runs smoothly within the department. We're looking for someone with a creative spark, strong organisational skills, and a passion for team collaboration. If you've got experience with social media management, content creation tools, project management/administration and event planning, we'd love to hear from you. This is a full-time, in-person role in Johannesburg, with some travel required for events, therefore reliable transport and a valid driver's license is required. If you're ready to grow your career in an exciting and evolving industry, apply today!

### RESPONSIBILITIES AND WORK OUTPUTS

- **Content development:** Assist with the creation and coordination of marketing content, including social media posts, articles, email campaigns, and promotional materials.
- **Copy writing/Editing:** Copy editing and proofing content, as well as engage with Marketing Manager and stakeholders to sufficiently understand the brief to ensure consistent and efficient support is provided.
- **Social Media Management:** Handle day-to-day community management across all social media channels, including scheduling of content calendars, responding to comments, messages, and engaging with followers.
- **E-Mail Marketing:** Coordination and loading of monthly newsletter and marketing mailers. Familiarity with content management systems and customer relationship management tools to ensure correct segmentation for targeted campaigns.
- **Market Research:** Assist with market research to identify industry trends, consumer preferences, and monitor competitor activity. Compile data and create reports to assist in decision-making.
- **Event Support:** Assist with organising and coordinating marketing events such as webinars, company events and CSR initiatives. Coordinate logistics and provide on-site support as needed.
- **Data Gathering:** Utilise tools and analytics software to assist in compiling reports on the performance of digital marketing campaigns and platforms.
- **Collaboration:** Collaborate with other departments, such as sales, legal, funding and product development, to ensure consistent messaging and branding across all channels.
- **Administrative Tasks:** Coordinate and assist with administrative duties, project management support and tracking of a variety of marketing programs, maintaining marketing assets and files on the server and other ad hoc duties to support the smooth functioning of the marketing department.

### PEOPLE

- Develop and maintain productive and collaborative working relationships with peers and stakeholders.
- Positively influence and participate in change initiatives.
- Continuously develop own expertise in terms of professional, industry and legislation knowledge.
- Contribute to continuous innovation through the development, sharing and implementation of new ideas.



## FINANCE

- In conjunction with the Marketing Manager ensure that Marketing projects are delivered within budget
- Identify opportunities to enhance cost effectiveness and increase operational efficiency.

## DESIRED SKILLS

- **Creativity:** A strong sense of creativity and the ability to assist in developing engaging campaigns and content.
- **Technical Proficiency:** Conduct market research to identify trends and insights, monitor competitor activity helping to inform marketing strategies.
- **Organisational Skills:** Ability to coordinate multiple projects, meet deadlines, and maintain attention to detail.
- **Event Management:** Experience in planning and coordinating events, from webinars to golf days and conferences.
- **Collaboration:** A team player who works well with colleagues and external partners, including stakeholders and suppliers.
- **Energy and Enthusiasm:** A proactive, energetic, and approachable personality that fits with our dynamic, growing team.
- **Communication:** Strong verbal and written communication skills for internal coordination and external brand representation.
- **Flexibility:** Willingness to adapt and take initiative in a fast-paced, multifaceted environment.

## EXPERIENCE AND QUALIFICATIONS

- 2/3+ years' experience in similar role (multi-focus)
- Experience within the financial, legal, Energy and/or property industry an advantage
- Qualification: A Degree in Communications, Marketing, Journalism, Public Relations or related qualification
- Experience with marketing software and analytics tools including Hootsuite, Analytics, WordPress, Mailchimp, Canva, Adobe Creative Suite. Knowledge of SEO and SEM techniques.
- MS Office (Microsoft Excel, Microsoft Word, Microsoft PowerPoint)
- Valid Driver's license and reliable transport