

MARKETING OFFICER

We have an exciting opportunity available in our Cape Town office. The Marketing Officer will contribute to the success of the Marketing Department by strategizing, planning, and executing on a marketing campaigns for one of our key products. An ideal candidate would have B2B and B2C exposure and experience with a wide range of marketing mediums and channels. While experience in similar roles is a bonus, a requirement is a keen hunger for improvement, learning, and best practice.

REQUIREMENTS

Academic

- Matric
- Relevant Marketing Diploma/Degree

Work Experience

- Minimum of 2 – 5 years administrative experience in a marketing department or similar
- Exposure to a wide range of marketing functions including; communications, advertising, branding, digital marketing and social media
- Knowledge of traditional and digital marketing, content marketing and social media marketing practices

SKILLS

- Strong administration, planning and organizing skills
- Strong follow up skills
- Excellent communication skills (written and verbal)
- Project management skills

CORE COMPETENCIES

- Creative
- Collaborative
- Ability to work well independently as well as part of a group
- High energy
- Adaptable
- Time management
- Strong attention to detail

REQUIREMENTS

Tools and Resources

- Social media platforms
- Company CRM system (Zoho preferably)
- Experience with design & website experience always a plus

RESPONSIBILITIES INCLUDE

Marketing Activities and Materials

- Executing and collaborating on brand strategy
- Working knowledge of marketing channels including digital, social, PR, SEM, content etc.
- Assisting the Marketing Manager and supporting the team with various marketing activities
- Assist with the collation and production of marketing materials and literature
- Collate and design presentation material, from received marketing collateral
- Responsible for updating marketing material to online libraries, internet groups and social media sites
- Responsible for updating and maintaining the marketing department's documentation and databases

Campaign Management

- Coordination of marketing campaigns to reach B2C and B2B target audiences

Marketing Communication

- Co-ordinating the production of identified marketing communications
- Execute email marketing component for brand in question

Marketing Reports and Research

- Collating various information and data for weekly and monthly reports
- Understanding and acting on what that data tell us

Costings

- Executing on marketing campaigns and events within budget

Punctuality and Attendance

- Responsible to uphold good punctuality and attendance

Occupational Health and Safety

- Responsible for taking reasonable care to ensure own safety and health at work, and to avoid adversely affecting the safety or health of any other person at work

Cultural Fit

- Live the brand by living our core values
- Ensure that we deliver our best to internal and external clients

Self-development

- Support and demonstrate Corporate Goals and Brand Values
- Contribute to staff, team and development meetings
- Take action on performance development plans.
- Supplement personal learning with informal means outside of work, such as industry bodies, online forums and relevant reading

Responsibilities on Demand

- Due to the fluid and dynamic environment within DPO, new, additional or changed position responsibilities will occur
- Successful demonstration of change orientation is an on-going responsibility in all positions

Email your cover letter and comprehensive CV to talentsa@dpogroup.com

NOTE: Please indicate in your email whether you were referred to us, and if so, please say whom referred you.

Applications close 20 February 2020.