

Marketing Associate

Location:	Cape Town, Kenilworth
Remote work:	Not Applicable
Education level:	Degree
Job level:	Mid
Travel requirement:	Occasional
Type:	Permanent
Reference:	#MA#RA/Aug2023
Company:	Relocation Africa

Company: Relocation Africa (PTY) LTD (**SME business**)

Location: Kenilworth, Cape Town

Start Date: 1 September/1 October 2023

Salary: R18,000 – R22,000 per month - based on skillset and previous experience

Relocation Africa is a leading company in the global mobility sector in Africa, with our Head Office based in Kenilworth, Cape Town and we are looking for a Marketing Associate.

<http://relocationafrica.com/>

Educational Requirements:

- Senior certificate
- BSc/BCom in marketing, business, or relevant field is a strong advantage/College Level Marketing, Digital Marketing, Public Relations

Previous Experience:

Minimum of 5 years working experience as a Marketing Associate / or similar role in a marketing department

Skillset Required:

Please note, this role requires implementation skills in the following areas:

- Technology skills
- Social media scheduling (implementation through Hootsuite)
- Content writing
- Proof Reading
- Photo editing (Canva) according to social media placement sizes
- Video editing
- Campaign execution
- SEO
- Google Analytics
- WordPress
- Collaboration

- Ability to work independently and as part of a team
- Strong communication and customer service skills
- Ability to network
- Enthusiastic
- Detail orientated
- Excellent written and spoken English, additional proficiency in either French or German would be an advantage but not a requirement
- Proficiency in digital marketing would be an advantage but not essential

Responsibilities:

Social Media:

- Responsible for the group's social media channels, including Facebook, LinkedIn, Twitter, Instagram, YouTube, and other relevant platforms
- Keep social media channels/presence updated and brand focused as well as seeking out new social media avenues/platforms and ways of connecting with audiences to encourage audience participation
- Develop and run social media campaigns
- Produce monthly social media reports
- Update the company's website using WordPress CMS
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Website:

- Responsible for SEO of the websites (SEO)
- Update the company's website using WordPress CMS
- Updating of Blog/News area on company website in WordPress
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Additional Duties and Support:

- Write and distribute e-newsletters to subscribers using MailChimp
- Assist with preparing and compiling presentations
- Assist with writing scripts for the company's live webinars and providing technical support as needed
- Act as a point of contact for marketing-related queries and business development leads
- Manage 3rd party suppliers (eg ordering and printing of business cards, promotional material etc)
- Organize conference/exhibition opportunities and represent the company at trade shows from time to time
- Training internal teams to increase social media engagement
- Providing administrative support for the Business Development Director

KPI's:

- Responsible for managing the social media platforms for two brands
- Ensure that the social media strategies are designed and implemented according to monthly goals and are aligned with the two brands and encourage engagement
- Ensure that well researched and written online content (articles/blogs/articles) are scheduled and uploaded for two brands and blog metrics are managed
- Create and send out monthly email communication (via Mailchimp) based on articles/blogs/news and manage feedback to ensure that message resonates with the target audiences

- Responsible for managing website content updates, monitor web traffic, ensure appropriate conversions and click throughs and analyse efficacy post campaigns
- Manage SEO to ensure alignment to gain more traffic
- Event management and monitoring outcomes to ensure that objectives of brand awareness and client satisfaction are met
- Provide administrative support to the Business Development Director

The profile we are looking for:

We welcome enthusiastic candidates who are passionate to succeed and actively participate in the next steps of the growth strategy of our company as we celebrate 30 years in business.

Dynamic high-energy self-starters, with an entrepreneurial spirit who can work well independently and are confident to fully engage with different teams within the businesses will suit this role.

We embrace and are committed to encouraging diversity and inclusion as part of our company culture and operating on the continent of Africa, we bring together talent from different places and backgrounds to help create best ideas and solutions.

Our core values of embrace change, uncompromising ethics, consider the person, and I do it, I own it play an integral role in guiding our daily interactions with all our stakeholders.

If you meet all our requirements and would thrive working within a small team please e-mail your current/updated CV to:

joy@relocationafrica.com

Please note, only shortlisted candidates will be contacted

If you have not received a response within 10 working days, please consider your application to be unsuccessful

Posted on 11 Aug 15:45, Closing date 11 Sep

Apply by email

Joy Jackson

joy@relocationafrica.com

Or apply with your Biz CV

Create your CV once, and thereafter you can apply to this ad and future job ads easily.

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For more, visit: <https://www.bizcommunity.com>