



Job Title: Brand Manager

Location: Randburg

Job Type: Full-Time

Experience Level: 5+ years' experience

Brand Manager

We're looking for an experienced brand & digital marketing specialist who uses research, data and insights to drive business objectives. The candidate must have a proven track record in building and executing and reporting on through-the-line brand campaigns from start to finish, as well as hands-on digital and performance marketing expertise.

Minimum Criteria for the role

- 5+ years as a digital brand specialist/in a similar role
- A proven track record in building and executing multi-media brand and video campaigns
- Proven experience with, Google Analytics (GA4), Google Adwords, CRM, YouTube, email marketing and social media marketing
- Strong event and project management skills
- Experience in marketing research methodologies and implementation
- Strong proficiency in Keynote, Google Slides, Excel/Google Sheets, Google Docs.

Marketing and Brand

- Demonstrates advanced knowledge in crafting digital marketing and brand campaigns, executing brand positioning and brand campaign projects with internal and external stakeholders, and assessing brand impact using diverse attribution models and detailed return-on-investment reports
- Capable of developing comprehensive brand briefs and plans with defined value propositions, customer journeys, messaging, budget management
- Managed brand and production agencies for brand campaigns from concept to completion, including bookings, reviewing concept proposals, shooting, facilitating media schedules, etc
- Creating campaign go-to-market plans and proposing relevant media channels
- Experienced in building, executing and analysing brand research, assisting with PR approvals within the business.

Event Management

- Possesses advanced knowledge and understanding of various digital marketing channels, such as performance marketing (e.g. Google Ads, YouTube Ads, Facebook Ads) social media, search engines, email, and mobile apps
- Strong proficiency in performance marketing, including assessing campaign performance and directing our performance agency with optimisations
- Monitoring performance (particularly with advanced custom GA4 reports).



Skills

- Digital marketing expertise and strong analytical skills for campaign performance analysis.
- Proven track record in multi-media brand campaigns, product launches and, events
- Articulate with excellent command of the English language, as well as excellent written communication
- Ability to maximise productivity and manage deadlines with strong attention to detail.

