



Job Title: Marketing Manager
Location: Cape Town(Newlands)
Job Type: Full-Time
Experience Level: 5+ years' experience

Are you an experienced brand and digital marketing specialist who uses research, data & insights to drive business objectives? You also have a proven track record in building & executing multimedia brand campaigns from start to finish as well as hands on digital marketing expertise. And meets all the below requirements, then you're the person we're looking for.

Minimum Criteria for the role

- 5+ years as a marketing manager/in a similar role
- A proven track record in building & executing multi-media brand & video campaigns
- Experience with Google AdWords, Google Analytics, CRM, YouTube, email marketing, social media marketing Experience in marketing research methodologies & implementation
- Proficiency in Keynote, Google Slides, Excel/Google sheets, Google docs

Marketing & Brand

- Demonstrates advanced knowledge in crafting marketing & brand campaigns, executing brand positioning & brand campaign projects with internal and external stakeholders, and assessing brand impact using diverse models and reports
- Capable of developing comprehensive brand briefs & plans with defined value proposition, customer journeys, messaging, budget management
- Managing brand & production agencies for brand campaigns from concept to completion including bookings, reviewing concept proposals, shooting, facilitating media schedules
- Creating campaign timelines and proposing relevant media channels
- Experienced in utilizing brand trackers, brand positioning, brand book and guidelines, understanding consumer journeys and has experience in managing external agencies
- Monitoring & reporting social media performance
- Copywriting ability & creating communication for both product, UX briefs, sales collateral

Digital Marketing

- Possesses advanced knowledge and understanding of various online marketing channels, such as performance marketing (e.g. Google Ads, YouTube Ads, Facebook Ads) social media, search engines, email, and mobile apps
- Experience with CRM software, email marketing & content marketing
- Proficient in data analysis, conversion optimization, with familiarity in performance marketing analytics platforms such as Google Ads, GA4
- Understanding of Performance Marketing metrics related to marketing ROI (mROI-Marketing Return on Investment)
- Monitoring performance across channels to give recommendations on strategies & budgets to improve marketing ROI



Data & Research

- Experience in research methodology & execution, conducting various consumer & customer market research studies to identify customer preferences, market trends, and competitive insights
- Manage internal and external research projects across all target markets from concept to completion and where necessary with independent research houses
- Analysis and reporting across multi-media platforms including brand metrics, performance marketing, Google Analytics, content, site & app performance
- Capable of collecting, analysing, and presenting data to meet business objectives and preparing required monthly reports and presentations

Management & Leadership

- Effectively communicates marketing objectives & supervises team members & agencies to ensure KPIs are met
- Demonstrates skilful leadership by guiding and motivating the team delegating tasks, and establishing clear goals
- Provides tailored feedback and coaching opportunities for individual development.

Skills

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