



Job Description

Job title	Marketing and Brand Manager
Department	Marketing
Reports to (function)	Group Marketing Director
Location	Remote
# of direct Reports (subordinates)	N/A

General Position Summary

This member of the Global Service Office's marketing department will play a pivotal role in developing and implementing marketing strategies, managing branding and messaging, creating marketing tools and campaigns, managing projects, and coordinating with other departments.

They will work alongside the Group Art Director and report directly to the Group Marketing Director.

The ideal candidate for this position should have excellent writing and conceptualisation skills, be resourceful and intuitive, and have experience in delivering on-brand marketing campaigns. They should also have project management skills, be able to work under pressure, be highly adaptable and have a love for Africa

High Level Roles & Responsibilities

Marketing Strategy

- Informed by the fundraising strategy, work with Marketing Director to develop a global marketing strategy that is a high-level document to inform the localised marketing strategies to be created by the affiliate fundraising offices
- Implementation of Strategy Document
- Coordinating any group marketing campaigns/activity

Create tools to support development strategy

- Concept and copy for tools for affiliate office branding and fundraising campaigns
- Concept and copy for tools to enable representation of ForAfrika
- Concept and copy for ForAfrika brand campaigns
- Support to Marketing Director and Creative Director in producing ForAfrika Group Videos
- Basic creative assistance to Creative Director (eg Web updates and edits)
- Story gathering and writing to support Marketing Department efforts

Manage Branding and Messaging

- Ensure consistent branding and messaging across the organizations' various content types

- Ensure that branding and messaging created by marketing dept is aligned with the orgs narrative, character, values and mission and that it resonates with the target audience.
- Provide oversight of branding and messaging to the rest of the organization (Manage brand audits)

Project Management

- Work closely with fundraising, providing oversight to ensure service levels of marketing team are maintained and that workflow is managed.
- Work closely with comms team to ensure cohesion of efforts as well as alignment with overall organizational goals and marketing strategy
- Expanded details on Roles and Responsibilities include but not limited to Articulating sometimes complex industry jargon into consumer-friendly language, to craft accessible written pieces about our programmes for fundraisers to use when approaching potential funders.
- Crafting clear and user-friendly information documents about the organization and each of its programmes, to give knowledge, and encourage donations from supporters.
- Edit stories and information to fit the respective context/medium.
- Work with Creative Director to create compelling, brand-conscious marketing content to be used on a variety of mediums such as email, social media, the website etc.
- Working with our Art Director, conceptualising fundraising tools and campaigns.
- Travelling to our programme countries to source and collect impactful stories and testimonials to be used on marketing collateral if and when necessary.
- Monitoring for brand compliance across the organisation.

Ideal Experience

- Demonstrable experience of delivering on-brand marketing campaigns with knowledge of a variety of forms of content including campaigns, social media, email, website, organization's programme information documents etc.
- Knowledge of working in a non-profit environment is ideal (not essential).
- The experience or knowhow to source and develop impactful stories for marketing and fundraising purposes is preferable.

Skills and Education desired

- Minimum of a Bachelor's Degree in Marketing, Commerce, Economics, and/or a professional marketing qualification.
- Minimum of 5 of working experience.
- Exceptional writing skills, with demonstrable ability to write a variety of content, from one-liners to longer bodies of documentation.
- A malleable writing style, with the ability to articulate potentially convoluted industry jargon into consumable language, without losing facts.
- Flexibility is key
- Resourceful, intuitive, and an ability to come up with creative concepts.
- Familiarity with SEO writing skills would be desirable.

- Excellent time management and thriving under pressure.
- Project management skills with a high level of coordination.
- English as a first language is a must

Personal traits

- Self-motivated-doesn't lean on micromanagement.
- Compassionate
- Determined
- Disciplined
- A love for Africa
- Attention to detail
- Organised
- Adaptable
- Takes Initiative

How To Apply:

Please use the link : http://www.pnet.co.za/5/job.html?&OfferId=3733891&cid=B2C_CLC_SYS8_Listing to make your application by no later than 30 Nov 2023 .

Applicants will be reviewed on a rolling basis and only successful candidates will be contacted. Late applications and candidates who do not comply with the above requirements will automatically be disqualified.

Correspondence will be limited to short-listed candidates only. If you do not hear from us within one month of the closing date, please consider your application as unsuccessful.