

Agrement South Africa (ASA) seeks to fill the following fixed term contract position based in Pretoria:

Marketing Specialist


Contract duration : 3 years
Remuneration : R350 000.00 per annum
Reference number : ASA00041-/2021

Purpose:

To support the implementation of the ASA marketing strategy through developing, managing and coordinating marketing activities.

Duties and Responsibilities Include (but are not limited to):

- Develop, execute and monitor ASA's marketing strategy, policies and programs across a variety of channels.
- Research the ASA market and analyse trends to help define ASA's marketing strategy.
- Provide advisory services on how to best reach the target market.
- Gather relevant market data in collaboration with appropriate stakeholder and compile insights to inform strategic decision making.
- Maintaining all ASA brand CI and brand channels including Social Media platforms and the ASA website.
- Develop and communicate marketing plans, campaign results and project recommendations to Executives.
- Understand and analyze campaign results and identify actionable opportunities to improve performance and campaign efficiency.
- Ensure creative marketing materials undergo regular review and adhere to brand guidelines.
- Ensure proficiency in google analytics and web analysis tools.
- Managing the marketing budget

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- Working closely with the sales management on marketing campaigns in order to help drive brand loyalty or business development opportunities.
 - Maintaining relationships where necessary with 3rd party service providers in order to achieve marketing output.
 - Identify marketing and advertising opportunities as well as facilitate placement of advertisements in print and digital media platforms.
 - Facilitate marketing and advertising activities to promote ASA work through exhibitions, campaigns etc.)
 - Assist in the procurement processes of all marketing material.

Qualifications and Experience:

- A 3-years Degree in Marketing/Advertising/ or equivalent qualification (NQF level 7)
- Minimum 3- 4 years working experience in a marketing role
- Experience with launches and/or marketing campaigns
- Experience in managing digital marketing channels.

Skills and competencies:

- Marketing and Advertising
- Report writing skills
- Policy development
- Presentation skills
- Communication Skills (verbal, written and oral)
- Computer skills including Microsoft Office
- Creativity and innovation
- Strategic Planning
- Project management skills
- Interpersonal skills
- Analytical skills
- Ability to work under pressure and as part of the team
- Must work with minimal supervision



Application process

The candidate will be subjected to integrity checks before appointment is made. Interested parties should forward their CV's with your name, surname, position title and reference number on the subject line (**e.g. Antoinette Gerber: Position interested in: Reference no: ASAxxxxx**) to email address **recruitment@agrement.co.za** by no later than **15 March 2021 at 16h30**.

Agrément South Africa is committed towards increasing the representation of marginalized groups in line with its Employment Equity Policy.

Please note that correspondence and communication will only be conducted with shortlisted candidates.

Agrément South Africa reserves the right not to make any appointment.

Applications must be sent to recruitment@agrement.co.za.