

Marketing Strategist: Media

Remuneration:	R20000 - R25000 per month
Location:	Cape Town
Education level:	Diploma
Job level:	Mid
Type:	Permanent

Job description

VUKA Group, one of South Africa and Africa's leading Publishers, Trade Exhibition and Conference Organisers, is looking for an exceptional and driven Marketing Specialist, to join their dynamic and successful team to work on some of our leading, international trade publications and online portals.

You will be responsible for marketing a portfolio of international trade publications and online portals to the industry. Using your marketing skills, you will research, develop and implement the marketing strategy in its entirety. You will work closely with the editors and sales teams throughout the process to ensure targets are reached. This is a very analytical and statistically driven role in which you will have bottom-line responsibility for creating and executing innovative international marketing plans deploying online & offline direct marketing tactics.

We only recruit the 'best-in-class'. If you have proven experience and results in publishing, or other content-related businesses such as a top tier media company – we want to hear from you. We select on criteria determined by skills and character.

Responsibilities:

- Develop marketing strategies for our publications and online portals
- Define the brand strategy across the portfolio(s)
- Copywriting for all promotional and advertising material
- Develop 6 and 12 month data acquisition strategy together with metrics and targets
- Develop marketing communications campaigns using all aspects of direct marketing (mailings, email, online, PR, advertising)
- Oversee organisation of both internal & external promotional activities, ensuring they are carried out efficiently and within agreed budgets
- Coordinate and manage all direct & digital marketing plans & activities to ensure that the plans are delivered effectively and in line with plan
- Develop and maintain systems & processes which effectively report on marketing activities effectively and efficiently
- Provide on-going and post campaign effectiveness reports and recommend on-going improvements based on statistical analysis of marketing information
- Remain up-to-date with latest communications tools and continuously assess their deployment to improve marketing effectiveness
- Manage & monitor budgets, providing accurate forecasts to feed into the budget setting process

Requirements

- Degree or equivalent qualification in Marketing Management

- 3 + years in a strategic B2B marketing role for mining and/or energy media is advantageous
- Experience and proficiency in Google Analytics 4
- Proven track record in creating successful marketing communications campaigns
- Proven use and understanding of complex databases and segmentation techniques
- Proven understanding of tracking & response reporting and analysing
- An excellent understanding of digital marketing techniques
- Project management experience

Competencies:

- Excellent project management, planning and organisational skills
- Excellent interpersonal, written and verbal communication skills
- Ability to work independently under tight deadlines
- Outstanding analytical ability with acute attention to detail
- Good combination of creative and analytical skills
- Able to juggle multiple projects, work under pressure and meet deadlines
- Proficient in HubSpot CRM – workflows

Other:

- Only suitable qualified and experienced Marketing candidates will be considered.
- If you have not heard from us within 30 days please consider your application unsuccessful

Posted on 15 Mar 14:29, Closing date 14 May

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