



RECRUITMENT

INTERNAL VACANCY

21 September 2023

JOIN OUR TEAM

Marketing & Social Media Assistant

This position will be filled in line with the company's EE plan.

CONTACT DETAILS

011 668 3000
hr@avianto.co.za

69 DRIEFONTEIN ROAD,
MULDERSDRIFT ROAD,
KRUGERSDORP,
GAUTENG

SCOPE

We are looking for a tech savvy professional, experienced in social media, and marketing. You will assist with building the company's brand presence and driving business together with the marketing manager.

EDUCATION

Min grade 12/ equivalent.
Marketing or communication qualification will be beneficial.
Strong communication.
Excellent writing skills.
Computer literate.
Tech-savvy.
Attention to detail.
Knowledge in CMS.

CLOSING DATE

15 November 2023

SKILLS REQUIRED

- Min grade 12 / equivalent
- Marketing or communication degree or diploma beneficial.
- Proficiency in using social media platforms (Twitter, Tik Tok, Facebook LinkedIn etc)
- Understanding customer-centric approach.
- Tech Savvy – Familiarity with marketing tools, analytics software, and social media management platforms.
- Strong communication skills to work with various levels of people.
- Excellent verbal and oral communication skills – English
- Excellent writing skills
- Attention to detail and ability to multitask.
- Knowledge of online marketing and marketing channels and strategies
- Hands on experience with social media management brands
- Stay updated with changing trends and technologies.
- Computer literate.
- Creative mind with the ability to think outside the box.

KEY AREAS OF RESPONSIBILITY AND PERFORMANCE

- Marketing Campaign Management: Understanding of campaign life cycle, assisting in developing.
- Work with the designer to coordinate and implement successful marketing campaigns.
- Identify and analyze competitors' strategies and customer behavior.
- Prepare reports by collecting and analyzing sales data.
- Conduct market research to identify marketing opportunities and negotiate media coverage.
- Traffic all advertising efforts to appropriate channels.
- Create, manage, and strengthen the company's overall brand through all media platforms (Facebook, Instagram, LinkedIn etc.)
- Setting and implementing social media and communication campaigns to align with marketing strategies.
- Providing engaging text, image, and video content for social media accounts
- Responding to comments and customer queries in a timely manner
- Stay up to date with marketing trends.
- Liaise with the wedding and function department to stay updated on new products.
- Develop a content marketing plan and editorial calendar.
- Generate reports to measure the effectiveness of marketing efforts.
- Provide community feedback to the management.
- Stay updated on industry best practices and emerging technologies.
- Ensure brand consistency across marketing materials and communication.
- Track and analyze key performance indicators (KPI's) such as website traffic, social media engagement and email open rates.