



Marketer vacancy in Fish Hoek, Cape Town

Employment Type: Hybrid

Reports To: CEO

Overview:

We are seeking a creative and results-driven Marketer to join our highly committed and hard-working team. You will be responsible for developing and executing marketing strategies that increase brand awareness, drive customer engagement, and boost funding streams for fundraising. You will work collaboratively with cross-functional teams to ensure the successful implementation of marketing initiatives.

Key Responsibilities:

- Develop and execute marketing plans and campaigns across various channels (digital, social media, email, and traditional media).
- Conduct market research to identify trends, customer needs, and competitive landscape.
- Collaborate with the fundraising team to create targeted marketing materials and promotional campaigns.
- Manage social media accounts and develop engaging content to enhance brand presence.
- Organize and participate in promotional events and trade shows.
- Create and manage budgets for marketing initiatives.
- Write and edit marketing content, including blogs, newsletters, and promotional materials.
- Foster relationships with key stakeholders, including partners and influencers.

Requirements:

- Tertiary qualification in Marketing / Communications, or a related field.
- Proven experience in marketing or related roles (2-4 years).
- Strong understanding of digital marketing tools and techniques (Wordpress, SEO, email marketing, social media).
- Excellent written and verbal communication skills.

- Proficiency in analytics tools (e.g., Google Analytics, social media insights) to measure and report on campaign performance.
- Creative mindset with the ability to think outside the box.
- Strong organizational skills and attention to detail.
- Ability to work independently and collaboratively within a team environment.
- Familiarity with graphic design software (e.g., Adobe Creative Suite) is a plus.

If you are passionate about animal welfare & marketing, and eager to make an impact in a fast-paced NGO, we would love to hear from you! Please submit your CV with a motivation letter highlighting your suitability to the role to **MaraisButton & Associates**.

Email: rudayba@maraisbutton.co.za

Contact will only be made with shortlisted candidates.