

## Career Opportunity

1. DETAILS	
<b>JOB TITLE:</b>	Marketing Assistant (Botswana)
<b>REPORTING TO:</b>	Operations Director
<b>COMMENCEMENT DATE:</b>	To Be Confirmed
<b>APPLICATION CLOSES:</b>	01 August 2024
2. JOB SPECIFICATION	
<ul style="list-style-type: none"> <li>▪ Responsibilities include assisting in organising campaigns and developing marketing strategies.</li> <li>▪ This work will be a critical factor for the smooth operation of the Marketing department and the attainment of its goals, as well as for the long-term growth of the company.</li> </ul>	
<b>Main Responsibilities</b>	<ul style="list-style-type: none"> <li>• Undertake daily administrative tasks to ensure the functionality and coordination of the department’s activities</li> <li>• Support Line Manager in organising various projects</li> <li>• Conduct market research and analyze consumer rating reports/ questionnaires</li> <li>• Use marketing analytics techniques to gather important data (social media, web analytics, rankings etc.)</li> <li>• Update spreadsheets, databases and inventories with statistical, financial and non-financial information</li> <li>• Assist in the organising of promotional events and traditional or digital campaigns and attend them to facilitate their success</li> <li>• Prepare and deliver promotional presentations</li> <li>• Compose and post online content on the company’s website and social media accounts</li> <li>• Write marketing literature (brochures, press releases etc) to augment the company’s presence in the market</li> <li>• Communicate directly with clients and encourage trusting relationships</li> <li>• Ad-hoc duties as required by your Line Manager.</li> </ul>
3. PERSON SPECIFICATION	
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>a) Matric essential</li> <li>b) Marketing, Business or relevant Diploma/Degree</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>a) At least 2 years in a marketing environment</li> <li>b) Excellent knowledge of MS Office, marketing computer software and online applications (CRM tools, Online analytics, Google AdWords etc.)</li> <li>c) Good understanding of office management and marketing principles</li> <li>d) Knowledge of syspro an advantage</li> <li>e) Good knowledge of market research techniques and databases</li> </ul>

<b>Other Attributes</b>	a) Demonstrable ability to multi-task and adhere to deadlines
	b) Well-organized with a customer-oriented approach
	c) Exquisite communication and people skills
	d) Honesty and trustworthy
<b>4. REQUIREMENTS</b> <i>(In line with the EMPLOYMENT EQUITY objective)</i>	
<ul style="list-style-type: none"> <li>▪ Employment Equity Applicants would be preferred.</li> <li>▪ Preference will also be given to people with a disability who will be able to operate within the operational requirements and in the present physical facilities available in the organization.</li> </ul>	

**Please apply in writing together with your CV to:**                      **Email:** recruitment@selectppe.co.za

*Internal applicants are to discuss their application with their Line Manager before applying. HR should inform the Head of Department of internal applicants. Should you not hear from us within 2-3 weeks after the closing date of this application, please consider your application unsuccessful.*