



Position: Marketing Co-Ordinator
Academic, Education and Agencies
Location: Head Office
Reporting to: Strategic Marketing Manager

The Juta Academic, Education and Agencies Marketing team is looking for a passionate, and versatile Marketing Co-Ordinator to join their compact team. The AEA Marketing Coordinator will be responsible for ensuring marketing, communication and social media activities are aligned to the AEA Marketing Department's strategies. This is a high performance position, which would suit a dynamic, highly self-motivated and driven individual, who is able to learn on the go.

RESPONSIBILITIES:

1. Product Marketing

- Developing and implementing marketing plans that are written with input from the Strategic Marketing Manager.
- Responsible for implementing the marketing and communication function for the department incorporating traditional and digital marketing, public relations, brand building and social media.

2. Social Media Strategy

- Create and implement a social media strategy with input from the Strategic Marketing Manager and other internal stakeholders.

3. Media and PR activities

- Overall responsibility for the coordination of media, advertising placements and handling of advertising queries, reviews and public relations activities.
- Explore collaboration opportunities with relevant stakeholders.

4. Distribution and management of metadata and online resources

- Responsible for compiling accurate metadata for the digital learning team and issuing of all complimentary electronic previews.

5. Research

- Undertake market research as requested by the Strategic Marketing Manager.

COMPETENCIES:

- Diploma or degree with at least 5 years advertising, marketing or media experience
- Understanding of the tertiary education market a strong recommendation
- Drivers licence and willingness to travel frequently within South Africa and occasionally in the SADC region.
- Able to work independently and without close supervision.
- Energetic and goal-orientated.
- Driven towards exceeding divisional targets.
- A dual-minded approach: able to be creative when needed but also process driven.
- Proficiency across a variety of digital and social media management channels and platforms
- Fully computer literate. Website content management experience – advantageous

ATTRIBUTES:

- Self-motivated, assertive and able to research and learn to adapt to the constant changes in the industry
- High level of initiative and follow up
- Excellent planning and organising/work management
- Excellent communication skills, verbal and written
- Excellent quality orientation and attention to detail
- Excellent analysis/problem assessment ability
- Exceptional customer service orientation
- Good teamwork/collaboration ability especially with internal colleagues
- Ability to work under pressure and to tight deadlines
- Ability to multi-task
- Willingness and flexibility to work outside of office hours as the job function dictates
- Good work ethic

Interested staff to submit a brief resume to Mabel Mnensa at mmnensa@juta.co.za by 25 January 2016
This appointment will be made in line with Juta's employment equity plan. Should you not receive a response by
12 February 2016, please consider your application to be unsuccessful.