



Marketing Manager
Academic Education and Agencies Division
Location: Claremont Head Office
Reporting to: General Manager

Juta Academic, Education and Agencies is a leading provider of teaching and learning products and services in the basic education, academic and corporate markets in the southern African region. The Marketing Manager is responsible for growing and strengthening the company's reputation and reach as a leading, top of mind education brand.

The Marketing Manager will lead, manage and control the marketing activities of the Juta Academic Education and Agencies division ensuring that the integrated marketing communications and campaigns are conceptualized and executed in a professional manner that drives growth and supports sales performance.

Responsibilities

- Leading a young and dynamic team, and liaising and directing the activities of creative suppliers to achieve the objectives of the marketing unit.
- Lead market research activities that inform decision-making.
- Plan and execute promotional plans.
- Plan and execute campaigns.
- Utilise a range of mechanisms to communicate with internal and external customers, including the use of databases, mailing lists, the Juta website and the division's social media voice.
- Development and distribution of promotional materials.
- Advertising and trade promotions budgeting and planning.
- Identification of and relationship building with stakeholders such as media and bookstores, for marketing and PR activities.

Competencies

- A university degree or diploma, in marketing, communication or related field (preferably postgraduate)
- 3 to 5 years' experience in marketing, corporate communication, public relations, sales or a related field
- 3 to 5 years' experience in managing a full-time team
- Sound knowledge of the South African book trade, Basic and Higher Education systems, as well as a good understanding of workplace training
- Excellent interpersonal skills
- Excellent customer service orientation; tenacity and follow-through
- A proactive, assertive and professional disposition
- Clear and effective communication skills
- Entrepreneurial, resilient, personable and professional.

Attributes

- Highly computer literate
- Strong understanding of multimedia
- Strong grasp of integrated marketing communication channels and how to harness these for the publishing and workplace training sectors
- Planning, project management, organisational and negotiation skills

- Able to analyse and interpret analytics, research findings and other data, evaluating and making recommendations
- An ability to lead a team and to encourage interdepartmental collaboration that delivers on the unit and divisional objectives
- Willingness to travel within the SADC region
- Self-starter, takes initiative, able to work independently and to hold oneself accountable to the company's defined strategic objectives.

***Interested parties to submit a brief resume to recruitment@juta.co.za by Friday, 23 June 2017.
All appointments will be made in line with Juta's Employment Equity policy.***