



DIGITALE BEMARKING ASSISTENT

Kwalifikasies en Ondervinding

- Graad of Diploma in Bemarking of enige soortgelyke naskoolse kwalifikasie.
- 3 jaar ondervinding in tradisionele & digitale bemarking.
- Goeie rekenaarvaardighede met Microsoft Outlook, Word, Excel en Powerpoint.
- Handhawing van goeie menseverhoudinge en uitstaande kliente dienslewering.
- Ondervinding in digitale bemarking platforms soos Shopify, sosiale media platforms, epos/sms bemarking en Wordpress.
- Goeie probleemoplossingsvaardighede.
- Grafiese ontwerp kennis in Adobe Photoshop/Coral Draw/Canva 'n voordeel.
- Fotografie/Videografie ervaring is 'n voordeel.
- Moet selfgemotiveerd wees en werk moet spoedig en doelgerig afgehandel word.
- Moet in Afrikaans en Engels kan skryf en kommunikeer.
- Moet beskik oor 'n geldige kode B bestuurderslisensie.
- Woonagtig wees in Kaapstad.

Die posisie behels

- Daaglikse korrespondensie met handelsmerk-bemarking verwante en aanlyn-winkel verskaffers; kwotasie versoeke, bestellings, veranderinge, opvolg, kollekteer ens.
- Digitale ontwerp/skep van verskeie bemarking verwante inhoud vir beide tradisionele en digitale doeleindes.
- Byeenkoms en promosie beplanning, en administrasie.
- Skep en onderhoud van sosiale media kalender.
- Opstel en opdatering van maandelikse verslae.
- Daaglikse kommunikasie en korrespondensie met sosiale media volgers, aanlyn winkel kliente/verskaffers/Magalies verspreiders.
- Addisionele take soos deur die pos vereis.

Die organisasie bied die suksesvolle kandidaat

- Markverwante vergoeding en ander standaard voordele eie aan die onderneming.

E-pos u volledige CV met 'n volledige samestelling van hoe jy te werk sal gaan om 'n Magalies bemarking veldtog te loods voor of op **30 April 2024** aan:

Aandag : Me Marsha-Ann Bezuidenhout

Verwysing : Digitale Bemarking Assistent

E-pos : marsha-ann@magaliescitrus.co.za

Indien u nie binne drie weke na die sluitingsdatum vir 'n onderhoud genooi word nie, moet u aanvaar dat u aansoek onsuksesvol was.



DIGITAL MARKETING ASSISTANT

Qualifications and Experience

- Degree or Diploma in Marketing or any relevant post-secondary qualification.
- 3 years of experience in both traditional and digital marketing.
- Proficient computer skills with Microsoft Outlook, Word, Excel, and PowerPoint.
- Strong interpersonal skills and exceptional client service delivery.
- Experience in digital marketing platforms such as Shopify, social media platforms, email/SMS marketing, and WordPress.
- Strong problem-solving skills.
- Graphic design knowledge in Adobe Photoshop/Corel Draw/Canva is an advantage.
- Photography/Videography experience is a plus.
- Must be self-motivated with the ability to work efficiently and purposefully.
- Proficient in both written and verbal communication in Afrikaans and English.
- Must possess a valid Code B driver's license.
- Residing in Cape Town.

The Position Involves

- Daily correspondence with trademark marketing-related and online store vendors; quotation requests, orders, changes, follow-ups, collections, etc.
- Digital design/creation of various marketing-related content for both traditional and digital purposes.
- Event and promotion planning, and administration.
- Creation and maintenance of a social media calendar.
- Compilation and updating of monthly reports.
- Daily communication and correspondence with social media followers, online store clients/vendors/Magalies distributors.
- Additional tasks as required by the position.

The organization offers the successful candidate

- Market-related compensation and other standard benefits specific to the company.

Email your comprehensive CV along with a detailed outline of how you would execute a Magalies marketing campaign before or on the 30th of April 2024 to:

Attention: Mrs. Marsha-Ann Bezuidenhout

Reference: Digital Marketing Assistant

Email: marsha-ann@magaliescitrus.co.za

If you are not invited for an interview within three weeks of the closing date, please consider your application unsuccessful.



Digital Marketing Assistant: Magalies Citrus Campaign

Create a winning digital marketing campaign for Magalies Citrus, showcasing your creativity, strategy, and skills. Tailor the campaign for our Magalies Citrus Online shop.

Requirements:

1. Visual Content Piece:
 - Craft one eye-catching visual (graphic, image, or short video) capturing the essence of Magalies Citrus. Make it shareable and engaging.
2. Written Concept:
 - Develop persuasive written content (ad copy, social media captions) that complements your visual piece. Clearly communicate the value of Magalies Citrus.
3. Campaign Proposal (Max 1 Page):
 - Briefly outline campaign objectives, target audience, and key performance indicators (KPIs).
 - Provide a concise strategy for Magalies Citrus, emphasizing its alignment with driving traffic and sales to our Magalies Online shop.
4. Social Media Plan:
 - Outline a concise social media plan with a content calendar. Focus on platforms where our audience is active.
5. SMS Marketing Strategy:
 - Propose a creative SMS marketing strategy for increased engagement and conversions.

Submission Guidelines:

- Combine all materials (visual, written content, campaign proposal, social media plan, SMS strategy) into a single PDF.
- Email your submission & CV, to marsha-ann@magaliescitrus.co.za by 30 April 2024.

Evaluation Criteria:

- Creativity and originality of the visual and written content.
- Effectiveness of the strategy in achieving campaign objectives.
- Coherence and feasibility of the social media and SMS plans.

Interview Round:

- Shortlisted candidates with the most promising campaigns will be invited for an interview.