

Job Title:	Media and Marketing Content Specialist	Job Grade:	
Department:	Sales and Marketing Department	Job Code:	200807
Location: Head Office	Pretoria CBD	Travel:	No
Level/Salary Range:	negotiable	Position Type:	Permanent
HR Contact: Mr. Aarnold Meke	<a href="tel:012-333-3707">012-333-3707</a> / <a href="tel:064-9914-205">064-9914-205</a> / <a href="mailto:careers@lesira.co.za">careers@lesira.co.za</a>	Date posted:	26/ 11/ 2020
Advert Type	Internal/External Advert	Expires:	29 January 2021
Mentor/Reporting To	Marketing Executive		
Other Requirements	Drivers Licence		

#### JOB DESCRIPTION

**Job Purpose:** Responsible for the development and execution of digital communications strategies and plans to meet overall marketing and client's engagement goals. Interfacing directly with all stakeholders, external partner agencies, brand followers, fans and clients. The digital communications lead, Implements activates client's conversation around digital components of trade, brand and marketing campaigns.

Key Performance Area	KPI
Digital Media on Marketing Communication 10%	<ul style="list-style-type: none"> <li>Developing, editing digital content and Results oriented</li> <li>Digital Analytics for Marketing Professionals: Marketing Analytics in Theory/Content Strategy for Professionals: Ensuring Your Content's Impact</li> </ul>
Communication and Reporting 10%	<ul style="list-style-type: none"> <li>Conduct project communications with strong written, oral and presentation skills. Media and Internal Communications Intern will be tasked with providing frequent status reporting</li> </ul>
Media Project Management Plan/Work Breakdown Structure 15%	<ul style="list-style-type: none"> <li>Testing methodologies, content channel strategy, marketing metrics, CRM, acquisition databases, search, web technologies, digital analytical tools</li> <li>Manage scope, schedule, budget, project deliverables, and drive the project to completion achieving positive outcomes</li> </ul>
Web Creative Design 10%	<ul style="list-style-type: none"> <li>Mobile Interaction Design</li> <li>Keen understanding of content optimization through consistent tone, visual and brand guidelines, and key messaging</li> </ul>
Social Web Network Marketing 10%	<ul style="list-style-type: none"> <li>Transmedia Communication: Narrative worlds, emerging technologies, and global audiences</li> </ul>
Maintain issues log and task list 5%	<ul style="list-style-type: none"> <li>Assist with user training where applicable</li> <li>Assist with system testing where applicable</li> </ul>
Administrative Activities 20%	<ul style="list-style-type: none"> <li>Monitor budget, ensure everyone agrees on scope and resources</li> </ul>
Social Media Entrepreneur Skills, 20%	<ul style="list-style-type: none"> <li>Marketing Strategy</li> <li>Marketing Analytics</li> <li>Facebook, Twitter, Instagram &amp; LinkedIn Profile</li> <li>Management of Above-Mentioned Pages</li> <li>Sending Email Invitations</li> <li>Submission to Google, Yahoo &amp; Bing</li> <li>Competition / Promotion / Company Page</li> <li>Monthly Stats Report</li> <li>Monthly Ranking Report</li> <li>Providing images and text for all posts (basic text to be provided by client)</li> </ul>

#### SKILLS/QUALIFICATIONS:

- Matric/Grade 12
- 3 years Diploma/or Degree in Communication [Marketing qualification will add an advantage]
- Firm understanding of Digital Marketing and Communications practices
- Balance creative and analytical thinking style
- Strategy planning. Understand how content works on a social web.
- Social network community management. Be on top of the latest digital marketing trends.