

In On Africa (Pty) Ltd.

Kraaibosch Country Estate,  
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## IN ON AFRICA (IOA) CALL FOR APPLICATIONS JUNIOR MARKETING MANAGER FEBRUARY 2023

### SUMMARY

<b>Position:</b>	Junior Marketing Manager
<b>Qualification requirement:</b>	Minimum of an Honours degree (or equivalent) in marketing, communications, marketing management etc.
<b>Experience requirements:</b>	Minimum of 2 years marketing management experience (developing and implementing marketing strategies/campaigns); Strategy development, analytical and critical thinking, research, technical marketing skills (ie. digital media marketing, e-mail marketing, design, SEO/SEM etc).
<b>Location:</b>	Remote
<b>Term of involvement:</b>	Probation period of 3 months with possibility to extend to end-2023
<b>Remuneration package:</b>	Starting salary of R12,000 - R15,000 per month dependent on experience, with quarterly performance evaluations
<b>Closing date for applications:</b>	28 February 2023

### INTRODUCTION TO IOA

In On Africa (IOA) is a Johannesburg-based research, advisory and publishing firm founded in 2007. IOA specialises in a wide range of research and intelligence services applicable to Africa and has a network of over 300 consultants in more than 30 African markets. IOA's mission is to inform strategic decision-making to accelerate growth on the continent and provide the necessary support to both private and public actors in achieving this objective.

The services that IOA provides to clients range from high-level industry assessments, market attractiveness studies and consumer research, through to partnership identification and facilitation, due diligence investigations and feasibility studies. The firm's expertise crosses through a number of different economic sectors with past and current projects focusing on industries such as banking and finance, education, energy, healthcare, infrastructure development, manufacturing, oil & gas, telecommunications, transport and utilities among others.

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## CALL FOR APPLICATIONS

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IOA is looking for a driven and passionate **Junior Marketing Manager** to join our team to bolster the company's ability to market its products and services to both African and broader audiences across the globe, as well as to position IOA as a leader in the marketplace. Consideration will be given to candidates who have ample experience in digital, including social media marketing, email marketing and SEO/SEM strategies. Those with a proven track record of working with consulting and research firms in the past will be given preference.

### Responsibilities

The Junior Marketing Manager who will join the IOA team will be called upon to develop marketing strategies for the company as needed and will work closely with IOA team members in positioning the company in the South African and broader African marketplace. The responsibilities of the Junior Marketing Manager will include:

- Working with IOA team members to support initiatives of the marketing team
- Developing strategies for distribution of marketing content across social media platforms (Facebook, Twitter, LinkedIn, Instagram)
- Scheduling and tailoring of social media content to each social media platform
- Analysing SM data on an ongoing basis to help guide and inform future strategies
- Designing branded visual media content (images and video)
- Contributing to email marketing strategies to identify and target potential clients and partners

### Technical Skills and Qualifications

- Min. of an Honours degree (or equivalent) in marketing, communications, marketing management etc.
- Min. of 2 years marketing management experience (developing and implementing marketing strategies/campaigns)
- Experience relating to marketing strategy development, analytical and critical thinking, research and technical marketing skills
- Technical skills relating to digital media marketing, e-mail marketing and design
- Design experience and use of different design platforms e.g. Canva and InDesign
- Strong analytical, writing and communication skills will be essential
- SEO/SEM experience and knowledge will be advantageous
- Proficiency in MS Office packages (min. intermediate mastery of Word, PowerPoint, and Excel)
- Adept at data visualisation techniques for reporting purposes

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## Personal skills and attributes:

- Strong management capabilities
- Passionate about Africa, development and research
- Strong eye for detail
- Critical and analytical thinking
- Strong organisational and problem-solving abilities
- Excellent and timely communication skills, both F2F and through online means (e.g. email)
- Results-oriented
- Self-motivated and deadline-driven
- Good interpersonal skills
- Ability to work on multiple tasks and managing time accordingly

## HOW TO APPLY

Complete submission in two steps:

1. Complete the application form [here](#).
2. Prepare to submit the additional required documentation via our online platform:
  - CV
  - Letter of motivation as to why you would like to be considered
  - Example of recent marketing campaigns, designs etc
  - Copy of academic qualifications
  - Digital copy of your ID/Passport. If working in South Africa but are from another country a valid work permit is required and needs to be submitted as well.

All applications will be handled strictly through our online application platform with no submissions accepted outside of the platform. If you experience any platform challenges in the process of applying you can direct queries to Nthathi and/or Monique at [human.resources@inonafrika.com](mailto:human.resources@inonafrika.com) with the subject heading “**Application query – Junior Marketing Manager**”.

**PLEASE NOTE:** If you have not heard back from our HR team by 15 February 2023, please consider your application as unsuccessful. Follow-up emails asking for updates on applications will not receive responses.