



## Junior Brand Manager

**Position/Title:** Junior Brand Manager

**Reports To:** Head of Marketing

**Function:** Marketing

**Area:** South Africa

**Overall Responsibility:**

In this marketing role, you will contribute to the overall marketing, brand and digital marketing plans for the business and be responsible to implement according to objectives set. This will include formulating and developing deliverables that support brand marketing campaigns and managing the aspects of the brands assigned to you. You will assist brand equity through development of storytelling and marketing campaigns, while providing supporting and enabling marketing activations. Provide social & digital media channel support through planning and creating brand appropriate digital content.

**Focus areas:**

1. Contribute to the brand marketing strategies to ensure alignment between business, marketing and brand objectives
2. Drive brand awareness growth
3. Creation and publication of all marketing material in line with marketing plans
4. Management of campaign development in accordance to marketing plans and manage digital marketing strategy and plan as well as setting of digital KPI's & budget
5. Plan and assist in the implementation of brand activations & sponsorships with team members across portfolio of brands

**Requirements:**

- Qualification: Degree or Diploma in marketing, event, public relations, advertising or similar fields
- Years Experience: minimum of 1 year experience in events, brand activations, brand ambassador or related industry experience
- Proven ability to deliver projects from conceptualization to completion on time and even exceeding projected results.
- Experience in brand management or agency experience will be added benefit
- Experience in planning and coordinating multiple stakeholders
- Experience in budget management
- Highly proficient in Ms Word, PowerPoint, and Ms Excel

**Preferred Skills:**

- Critical thinker and problem-solving skills
- Collaborator - Strong cross-functional project management skills.
- Communication Skills necessary in the conveyance of clear, concise, and unambiguous information,

- Interpersonal - creative and strategic thinker, have the capacity to prioritize and manage multiple tasks and meet their deadlines, have exceptional problem-solving skills
- Excellent multi-tasking and time-management skills, with the ability to prioritize tasks
- Highly organized and detail-oriented
- Positive can-do attitude, work comfortably in a group setting, be proactive and have a thirst for knowledge, have an ability to deliver results exceeding the anticipated results, and display composure under stress.

**To Apply:**

Please email your CV and cover letter to [hr@signalhillproducts.com](mailto:hr@signalhillproducts.com)

**Applications close 21 January 2022**

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