



POSITION: Digital Officer
DEPARTMENT: Marketing
Grade: Peromnes Grade 10

Brief description of the job.

To plan and carry out uShaka Digital Marketing activities in-line with Brand and Budgeted objectives and work with core marketing management team on all marketing activities to achieve brand and budgeted objectives.

Education and Experience

- Matric
- Three years Marketing related Diploma/Degree
- Knowledge of digital platforms
- Experience with special events and promotions would be an advantage.
- An understanding of Marketing, Brand, and Communications
- Ability to work under pressure
- Must be able to work in a Team environment.
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Key Responsibilities

- Understand online marketing communications and media strategies to drive footfall and revenue to support overall marketing strategy in the achievement of budgeted objectives.
- Embrace and encourage online marketing communications and media strategies to drive brand strategy and objectives.
- Facilitate digital agency to develop integrated communication campaign/strategies and ensure online marketing communication strategies are implemented by them.
- Assist in the development and implementation of non-digital brand and marketing communications strategies that support the brand, footfall and revenue targets of the company.
- Drive the growth databases to achieve annual targets
- Stay up to date on the latest trends in interactive marketing/media.
- Assist the various departments with their marketing goals (digital or on the ground)
- Ensure the ongoing maintenance of marketing material for various key departments
- Maintain product and brand quality, digitally and on the ground



- Evaluate and develop new business opportunities in untapped markets
- Identify and monitor relevant budgets on a monthly and annual basis
- Attend training and to develop relevant knowledge and skills
- Manage budget and production of marketing collateral in compliance with MFMA
- Play prominent role between uShaka and Digital Agency

Preference will be given to employees from the designated groups in line with the provisions of the Employment equity Act, No. 55 of 1998 and any amendments thereto), uShaka Marine World's internal recruitment policy as well as uShaka's employment equity plans

OPENING DATE FOR APPLICATIONS: 08/01/ 2019

CLOSING DATE FOR APPLICATIONS: 14/01/2019

SHOULD YOU HAVE ANY QUERIES REGARDING THE ABOVE POSITION,

PLEASE CONTACT **NICHOLAS CHONCO: 031 328 8246**

NOTES

1. All applications, accompanied by an up-to-date detailed CV, should be forwarded to the HR Department: uShaka Marine World by e-mail, to NCHONCO@USHAKAMARINEWORLD.CO.ZA
2. All applications forwarded directly to the applicable Departmental Head at uShaka Marine World will be disqualified.
3. Due to large number of responses anticipated correspondence will be limited to shortlisted candidates only. Applicants, who have not been contacted within THREE weeks of the closing date, may regard their applications as unsuccessful.