

# Marketing Manager - Job Description

As a forward-thinking, creative marketing manager you will build our brand and run our day-to-day marketing activities. You'll develop a global marketing strategy and work alongside the management team to integrate this into the strategic direction of the company.

As an energetic person with a talent for working collaboratively, you'll enjoy forming long-term strategies, as well as managing and inspiring team members and external partners.

Above all, you will have the talent and conviction to make our organisation the 'go-to' choice for conservation travel experiences.

## Responsibilities

### Management & Strategy

- Lead the execution of all our marketing efforts from start to finish, coordinating our internal team and project partners, driving collaboration across our growing organisation
- Design and execute the digital marketing strategy with an emphasis on social marketing
- Work with the team to enhance and articulate the African Conservation Experience brand story and create a content strategy
- Research and assist with the formation of strategic partnerships and alliances
- Control and monitor marketing budgets
- Report on marketing activity

### Digital

- Analyse customer insights, consumer trends, market analysis and marketing best practices to build successful campaigns and go-to-market strategies
- Monitor marketing performance for ongoing campaigns, including proactive campaign optimisation, reporting on and optimising all marketing channels
- Plan and manage our social media activity
- Generate case studies, blog posts and other marketing collateral
- Manage content and design for the website and newsletters
- Oversee and manage contests, giveaways, and other digital projects