



VACANCY AT WESSA

Marketing and Communications Manager

WESSA is a leading Environmental NPO in South Africa and we are recruiting for an experienced **Marketing & Communications Manager** to assist in the planning, execution and optimisation of our marketing efforts.

Are you a story teller at heart? Do you thrive on crafting innovative campaigns that inspire action and investment for our South African natural heritage. Are you passionate about driving change in environmental education and sustainability in the non-profit sector? WESSA is seeking a trailblazing “think-out-of-the-box” Marketing and Communications Manager to amplify our message and connect with our incredibly diverse audiences in new and exciting ways.

Our ideal candidate is a dynamic marketing maverick with bold ideas. Who is a technology and digital native with extensive experience in digital marketing, public relations, social media, SOE, and content marketing. You'll be skilled at leveraging digital channels to amplify environmental and sustainability campaigns, collaborating with teams to spotlight the impact of WESSA's daily and diverse portfolio of work.

If you are ready to bring your A-game and reimagine how WESSA connects with the rest of the world, we want to hear from you!

KEY PERFORMANCE AREAS INCLUDE:

- **Strategic Marketing and Communication Planning:** Implementing the marketing and communications plan to support the organization's goals. This includes segmenting the market, engaging with the appropriate stakeholders, effectively positioning the brand, and designing campaigns to effectively reach both internal and external stakeholders.
- **Brand Management:** Maintain, improve, and promote the organization's brand image. Identify and engage with brand agencies to promote the brand and its offerings. This necessitates knowledge of WESSA's mission, vision, and values, as well as the ability to articulate these elements to internal and external communications targeting specific audiences. Monitoring and controlling the brand CI across various channels is key to the role.
- **Digital Marketing:** Develop a social media strategy and implementation plan. Design and execute digital/ online marketing campaigns. This includes website content creation and management, manage the website, website analytics, create content and manage social media, email marketing, content marketing, and analysis of the effectiveness of online marketing strategies.
- **Public Relations and Stakeholder Management:** Develop a strong PR and Communications plan aligned to the organisation's strategic goals. Be able to forge strong bonds with the media, corporates, government and brand agencies, manage

internal and external stakeholders. Prepare and write press releases, including crisis management plan.

- **Analytics and Reporting:** Using a variety of data analysis tools to assess the effectiveness of the company's marketing and communication efforts. Tracking and analysing marketing KPIs, conducting market research, and preparing detailed reports that provide insight into campaign performance and customer behaviour are all part of this role.
- **Events and Activations- Event Planning and Management:** Identify key partners and sponsors for signature events/ campaigns, summits, conferences and workshops. Develop, organise, and execute events and activations aligned with the organisation's marketing strategy. Manage budgets and timelines for events to ensure efficient execution.
- **Communication and content creation:** Writing and creating content through refining submissions from operational team. Being able to edit, refine and re-package the information for the appropriate platforms.

QUALIFICATIONS, EXPERIENCE AND COMPETENCIES REQUIRED:

- Diploma/degree in Marketing Management.
- Min of 5 years of Digital Marketing experience.
- Knowledge of online advertising, content marketing, and social media.
- Experience in the sustainability and/or conservation/biodiversity space highly recommended.
- Experience in public relations and managing brand communication.
- Designing and running cause-driven campaigns for fundraising and advocacy purposes.
- Proven track record in managing Social Media platforms for business.
- Strong written and verbal communication skills .
- Ability to plan and execute marketing strategies that align with organisational goals
- Market research and the ability to identify opportunities and threats.

SALARY: R 45 000 total cost to company. Negotiable based on experience.

LOCATION: Preferably Gauteng, will consider other locations and/or remote.

NOTE: WESSA is committed to equality, employment equity, and diversity. In accordance with the employment equity plan of WESSA and its employment equity goals and targets, preference may be given, but is not limited, to candidates from under-represented designated groups. WESSA reserves the right not to make an appointment to the posts as advertised. Candidates with disabilities are encouraged to apply for positions.

PLEASE FORWARD YOUR APPLICATION TO: WESSA Human Resources, via email to applications@wessa.co.za

Please state: **Marketing and Communications Manager** in the subject line.

CLOSING DATE OF APPLICATIONS: 10 January 2025