

## Job Specification - Marketing and Digital Coordinator

### *Main Purpose of the Role*

The Marketing and Digital Coordinator is responsible for planning, coordinating, and implementing marketing initiatives while managing the organization's digital platforms and online presence. The role supports brand awareness, customer engagement, lead generation, and effective communication through both traditional and digital marketing channels.

### **Key Responsibilities**

#### **Marketing Coordination**

1. Assist in the development and execution of marketing strategies and campaigns.
2. Coordinate promotional activities, events, product launches, and brand initiatives.
3. Develop marketing materials, including brochures, presentations, advertisements, and promotional content.
4. Conduct market research and competitor analysis to identify opportunities and trends.
5. Monitor and report on the effectiveness of marketing campaigns and activities.
6. Support stakeholder, customer, and partner engagement initiatives.

#### **Digital Marketing and Coordination**

1. Manage and update the company's website and digital platforms.
2. Create, schedule, and publish content across social media channels.
3. Coordinate digital marketing campaigns, including email marketing, search engine marketing, and social media advertising.
4. Monitor website traffic, social media engagement, and digital campaign performance.
5. Generate regular digital marketing reports and provide recommendations for improvement.
6. Ensure brand consistency across all digital and online communication channels.

#### **Content Creation and Communication**

1. Develop engaging content for websites, social media, and marketing materials.
2. Coordinate photography, videography, graphic design, and other digital content requirements.
3. Maintain a content calendar and ensure timely publication of marketing content.
4. Assist in preparing press releases, newsletters, and corporate communications.

#### **Administrative and Reporting Duties**

1. Maintain marketing and digital marketing records and databases.
2. Coordinate with external suppliers, agencies, media partners, and service providers.
3. Prepare monthly and quarterly marketing performance reports.
4. Support budgeting and procurement processes related to marketing activities.

#### **Qualifications and Experience**

- Bachelor's Degree in Marketing, Digital Marketing, Communications, or a related field.

- Minimum of 2-3 years' experience in marketing, communications, or digital marketing.
- Experience managing social media platforms, websites, and digital campaigns.
- Knowledge of marketing analytics and reporting tools.

### ***Key Competencies***

The successful candidate will need to demonstrate the following:

- Active and alert personality
- Very strong inclination to fast response times
- Excellent written and verbal communication abilities.
- Proficiency in social media management and digital marketing tools.
- Content creation skills.
- Strong organizational and project coordination skills.
- Analytical and problem-solving abilities.
- Ability to work independently and manage multiple priorities.
- Ability to interpret activity data on all social media channels
- Good customer service and interpersonal skills

### **Additional Requirements**

- Must possess a valid, clean driver's licence and be able to drive both manual and automatic transmission vehicles.
- Willingness to travel when required.
- Proven work experience as a Social Coordinator or similar role.
- Excellent communication skills,
- Customer service mindset, and a passion for building relationships.
- Familiarity with online marketing strategies and marketing will be advantageous.

### **Location**

The position is based at Kingsway Branch, Sekhametsi Building Maseru.

### **Compensation**

An annual cost to company remuneration package which will be commensurate with the qualifications, technical skills and experience of the successful candidate.