



Job Title:	Part-Time Digital Marketing Specialist Mentors (professionals) (12 Months Contract basis)
Organisation:	NEMISA
Department:	Multimedia Production House (MMPH)
Location:	Gauteng, Parktown
Upward Reporting Relationships:	Production Manager
Reference Number:	NEM-07/03/2022

MAIN PURPOSE OF JOB

To lead a team of interns involved in the digital marketing and advertising space. The specialist will guide and assist with the development of interns to be able to conceptualise, create and manage different digital marketing campaigns on different media platforms as well as report on the performance of such campaigns.

- Works closely with interns to enable the success of each campaign by delegating weekly/ daily tasks towards completion.
- Assists project coordinator with scheduling, tracking and reporting on all promotions and campaigns.
- Coordinate team and resources involved in each Campaign or project.
- Organise and set up unit status meetings.
- Monitor and ensure that all promotions and campaigns are of high quality and use appropriate branding guidelines.
- Liaise with other teams to generate elements for campaigns.
- Develop graphic design content marketing elements.
- Ensure clients are consistently informed of all developments or status of each project.
- Compiles and updates client database.
- Monitor performance of campaigns and emailers.
- Schedule online and social media campaigns.
- Direct Marketing-Track advertising space requests from clients.
- AdSense- track and improve paid advertising on all platforms.
- Report using the below platforms: Google analytics, AdSense, Hubspot and Others.
- Track and quote advertising space.
- Develops promotional material for the OTT and content online and social media platforms.
- Monitor and ensure that all productions produced for the Institute are of high quality and uses appropriate Branding guidelines.

Tel: + 27 - 11 484 0583, Fax: + 27 - 11 484 0615, Physical Address: 21 Girton Road, Parktown, Postal Address: P.O. Box 545, Auckland Park, Johannesburg 2006,
www.nemisa.co.za

Non-Executive Directors: Ms Molebogeng Leshabane (Chairperson); Ms Tobeka Buswana; Mr Melvyn Lubega; Mr Lionel Ricardo Adendorff; Ms Nomonde Hlatshaneni;
 Prof Christian Michael Adendorff.

Executive Directors: Mr William Trevor Rammitlwa (CEO)

Company Secretary: Ms Fahmida Yacoob Valla

- Contributes to the content aimed for the NEMISA LMS.
- Ensure that the production complies with health and safety regulations, union requirements, copyright laws, and insurance terms.
- Supervises teams involved in each project.
- Works closely with interns to enable the success of each project by delegating weekly/ daily tasks towards achieving completion of each project.
- Organise and set up team status meetings.
- Report on any change or risks to project.
- Project plan and scheduling.
- Call sheets.
- Internal equipment booking.
- Transport and claims forms.
- Artist Release forms.
- Music cue sheets.
- Ensure that the business unit complies with all policies and practices as prescribed by the Institute, and relevant legislation.

Education: Formal Qualifications

Education involves the acquisition of knowledge and skills through learning where subject matter is imparted systematically. Formal qualifications are obtained by studying at formal institutions e.g. universities, Technikons, colleges, etc.

Level of Education:

Minimum:

- National certificate or diploma in digital marketing

Ideal:

- Bachelor's digital marketing or similar or equivalent

Job related Work Experience

Experience is obtained through opportunities for exposure and practice at work. It includes all working experience that has some bearing on the job and is not restricted to the current organisation. Supervised on-the-job training, internships and learnerships are incorporated within this category.

Minimum

- Proven work experience within digital marketing campaigns.
- 2-3 years' experience in digital marketing

Ideal

4 years' experience in project coordination

Job related Knowledge

Job-related knowledge is typically gained through formal or informal training programs (these exclude programs through which Formal Qualifications are attained). It includes knowledge of facts, data and information and understanding the rationale behind models, theories and principles.

- Knowledge and understanding of digital marketing techniques and bestpractices
- Knowledge of relevant platforms to use to market and promote products
- Understanding of marketing platforms such as Hubspot, AdSense and other social media platforms.
- Client services knowledge required

Job related skills

Job-related skills are typically gained through formal or informal training programs. (This exclude programs through which Formal Qualifications are attained. Skills refer to how to do things. They are demonstrated in the application of techniques and procedure.

- Computer literate (MS Office)
- Project coordinating software (Microsoft planner, Monday.com and MS Teams.
- Mailers
- Analytical thinking
- Excellent verbal and written communication skills
- Presentation skills for the pitching of production ideas and projects
- Negotiation skills

Important note:

Please email through comprehensive CV and certified copies of Qualifications/Supporting documents to:
digmarkspeccentor@nemisa.co.za.

- If you do not hear from us within one week of the closing date, please regard your application as unsuccessful.
- Preference will be given to historically disadvantaged applicants.
- Only candidates who meet the minimum requirements should apply. Correspondence will only be limited to short listed candidates.
- NEMISA reserves the right not to make an appointment.
- Closing Date: **25 March 2022 (16:30pm)**.

We are committed to Employment Equity when recruiting internally and externally. It is company policy to promote from within wherever possible. Therefore, please be aware that internal candidates will be considered first before reviewing external applicants, if this supports achievement of our Employment Equity goals.