

SA GUIDE-DOGS ASSOCIATION FOR THE BLIND

Regional Marketing Manager – Cape Town

This role will deliver on the Region's marketing and fundraising strategy, plans and income growth, and raise the profile of SA Guide-Dogs Association amongst key external audiences. The incumbent must be comfortable with day-to-day marketing activities, as well as thriving with tight deadlines and delivering challenging fundraising goals.

Core Job details:

- Day-to-day marketing and promotion of GDA programmes: primarily the regional programmes in order to maximise fundraising potential
- Creating response to opportunities through effective campaigning on local, regional and national levels (where required)
- Translating core objectives into communications activity through external media channels and campaigns

Responsibilities:

1. Strategy and Planning:
 - Research market trends and competitors in the NPO category to contribute towards national marketing strategy
 - Develop regional strategies and tactics to boost GDA awareness and fundraising potential in line with the national marketing strategy
 - Establish regional marketing goals and fundraising targets based on national goals/objectives, past performance and regional market forecasts
2. Campaign Management:
 - Planning and execution of assigned National Campaigns in partnership with Head of Marketing
 - Planning and execution of Regional - Cape Town – campaigns with input from Head of Marketing
 - Deploy successful marketing campaigns from ideation to execution
 - Work with national marketing team to develop high-impact and innovative brand awareness campaigns and donor acquisition campaigns/recruitment drives.
 - Develop detailed campaign plans across all available media channels (focussing on 1. owned channels i.e. website, social media and database, 2. earned PR environments and 3. shared partner environments)
 - Adjust campaigns and strategies as needed in response to collected data and other feedback
3. Content Management:
 - Produce valuable, engaging content for PR, website and social media platforms that attracts and converts our target groups
 - Provide opportunities and recommend innovative use of Digital/new media activities in accordance with the POPI Act (SMS, MMS, YouTube, Facebook, Twitter, Instagram etc.)
4. Strategic relationships and partner with key media players

- Maintain and grow a network of media contacts to leverage all marketing PR opportunities across all media channels
 - Maintain regional marketing PR/Media contact list and nurturing those relationships
 - Create compelling, newsworthy stories that amplify PR exposure of GDA, our campaigns and activities
 - Oversee the Association's attendance at regional events
5. Tracking and Reporting:
- Track marketing activity and provide regular updates to management
 - Measure and report on the performance of marketing campaigns (financial and execution performance)
 - Manage the budget of marketing campaigns and ensure the budget spend is delivering a return on investment
6. Trusts, Bequests and High-Value Donors:
- Working with Head of Fundraising & Head of PR on Trusts and Bequests where necessary
 - Ensure that the regional database remains up to date
 - Maintain relationships with CPT high-value donors and bequesters.

Experience:

- Demonstrable experience in marketing, promotions and event management, together with potential and attitudes required to learn
- Proven experience in identifying target audiences and creatively devising and leading multi-channels marketing campaigns that engage, educate and motivate financial contributions
- A sense of aesthetics and the love for great copy and emotive storytelling in communication
- Up-to-date with the latest trends and best practice in effective charity marketing
- Superb leadership, communication and collaboration abilities
- Strong time management and organisational abilities

Skills & Qualifications:

- Bachelor's degree in marketing, business or a related field; or equivalent work experience
- Marketing: strategy, media channels, social media & digital, client relationships, creativity, adaptability, creative writing, interpersonal communication, detail orientated, budgeting, organisation, multi-tasking and problem-solving
- People management: able to build trust-based relationships; clearly communicate requirements, tasks and success measures; present visions and ideas to inspire others; knowing when and how to attribute credit
- Sharp public speaking skills
 - strong English & good Afrikaans
 - able to adapt from school talks to business talks to radio interviews etc.
- Valid driver's license essential

Aptitude:

- Self-motivated, innovative thinking, creativity, good people skills, team player, adaptable and results-orientated
- Energy, enthusiasm and flair to work hard and achieve ambitious targets
- Committed to helping people who are visually impaired, physically disabled or children on the low end of the autism spectrum.
- Able to relate with disabled people and people of all ages
- Comfortable interacting with dogs including, but not limited to, looking after dogs in office, taking a dog to talks, schools, events, film/photo shoots etc.

Working Relationships and Hours:

- Ability to work flexible hours, including weekend when required
- Hybrid work hours: 3-days in the office; 2-days work from home (to be adapted based of CT office needs)
- Establish good relationships with staff, puppy-raisers, clients and media
- Interact with high-value individual members and donors
- General Cape Town Office Work (shared across the CT team):
 - Answering the phone if receptionist is unavailable.
 - Assisting Walk-In Guests if receptionist unavailable – includes selling merchandise, opening the bookshop up, answering guest questions.
 - Assisting with dogs where necessary – Every now and again dogs might need to be picked up / dropped off somewhere.
 - Assist with Booking and meeting Service providers if receptionist is unavailable.
 - Interact with members of the public for events
 - Assist at events: setting up stands and carrying of equipment etc.