INSPIRING POSSIBILITIES TOGETHER

Marketing Manager

Company Overview:
Juta and Company (Pty) Ltd is proudly the oldest Publishing house in South Africa and a leading provider of quality legal, regulatory, business and academic content across Africa. Operating nationally and with our head office located in the Western Cape, Juta is dedicated to inspiring possibilities and offering innovative solutions.

Position Location: Cape Town

About the Role:
The Marketing Manager at Juta and Company (Pty) Ltd plays a pivotal role in shaping our brand identity and driving revenue growth. Reporting directly to the Chief Commercial and Revenue Officer, this full-time role involves developing and executing marketing strategies aligned with broader business requirements. It requires a hands-on approach, managing a full marketing function including communications, brand development, product marketing, research, and design. The Marketing Manager will lead a team of internal specialists and external contractors. Responsibilities include day-to-day tasks such as managing campaigns, analysing market trends, conducting research, creating materials, and overseeing digital efforts.

Minimum Qualifying Criteria:
- Bachelor's degree in Marketing or related field.
- Minimum of 8 years' experience in marketing or brand management across multiple industries.
- At least 4 years in a senior management role.
- Demonstrated success in a similar or related position.

Required Skills:
- Strategic thinking and planning with a keen eye for detail.
- Ability to identify industry trends and incorporate innovative ideas into marketing strategies.
- Experience in developing integrated marketing approaches.
- Strong problem-solving skills and ability to implement creative solutions under pressure.
- High degree of quality control and customer service orientation.
- Excellent communication and people management skills.

Key Responsibilities:
- Develop and implement comprehensive marketing and communication strategies to drive revenue growth and enhance brand visibility.
- Monitor industry trends, market dynamics, and customer feedback to inform marketing tactics and content creation.
- Ensure effective product marketing with clear value propositions and market positioning.
- Oversee branding standards and maintain quality control across all marketing channels.
- Optimize marketing channels to maximize market reach while minimizing costs.
- Measure and analyse return on marketing investment.

Salary and Benefits:
We offer competitive compensation packages and benefits plus a hybrid working arrangement.

Application Process:
To apply for this position, please submit your detailed CV to recruitment@juta.co.za. Applications closes 31 March 2024.