



Marketing Manager Reporting to the CEO Location - CBD Cape Town

Cornerstone seeks an experienced Marketing Manager who will increase the profile of Cornerstone and maximise student applications and registrations, oversee the media team and production, instil a marketing led/driven ethos throughout the organisation, and develop the marketing strategy and plan. Included here will be the managing/driving of budgets, measuring success, and ensuring the department's timely delivery of all that is requested.

Qualifications

- Qualification in Marketing and Communications is essential
- Experience in public relations, media engagement, advertising and design, events and social media marketing, advantageous
- Confident and Dynamic
- Strong Creative Outlook
- Some event management experience
- At least 5 years relevant experience in a similar role
- Pays attention to detail is ideal, as well possess strong English language skills (verbal and written)
- Proactive, organised, individually accountable and able to balance priorities
- Passionate about creating social change and education
- Out of the Box thinker
- Team player able to engage the entire Cornerstone Institute community e.g. colleagues, students, alumni, board members and stakeholders

Responsibilities

- Managing all marketing for the company and oversee all activities within the marketing team
- Developing the marketing strategy for Cornerstone in line with company objectives
- Coordinating marketing campaigns with sales activities
- Overseeing the company's marketing budget
- Creation and publication of all marketing material in line with marketing plans
- Planning and implementing promotional campaigns

- Manage and improve lead generation campaigns, measuring results
- Overall responsibility for brand management and corporate identity
- Preparing online and print marketing campaigns
- Monitor and report on effectiveness of marketing communications
- Creating a wide range of different marketing materials
- Working closely with design agencies and assisting with new product launches
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives
- Analysing potential strategic partner relationships for company marketing
- Managing all internal and external events
- Any other reasonable specific tasks/ functions assigned/ delegated by the CEO

To apply please email your CV along with a covering letter to andreweneb@cornerstone.ac.za by 20th December 2018. In your covering letter please outline your suitability for the post, notice period and salary requirements.

We hope to get back to all applications, however If you have not heard from us within six weeks of the closing date, please consider your application unsuccessful.