



Job Opportunity

Job Title: Marketing Manager

Purpose of this role:

This is an exciting opportunity for a dynamic and savvy marketer with strong skills in digital marketing, email campaigns, writing, public relations and social media to join our communications team at Greenpop.

Our ideal candidate is able to navigate the digital marketing space well and keen on continuous learning as the technologies of this field change regularly. We are dedicated to communicating our environmental message effectively to reach the right audiences through the right channels with the most current marketing technologies. Our ideal candidate has a background in marketing as well as good writing and other communication skills. He/she will be a driven, strategic, creative and highly organised individual. The person needs to have strong management skills as they will need to brief and delegate tasks to a team of interns and ensure they are correctly carried out.

Your role will include but will not be limited to:

- Strategically developing our email marketing campaigns through MailChimp, creating an effective audience journey and good content
- Assisting with social media strategies on all platforms
- Writing press releases and blog posts and creating various other content
- Networking at relevant exhibitions and meetings where necessary
- Managing our face-to-face marketing activations
- Managing our media relations and content in the press
- Assisting with developing and writing copy for marketing material
- Developing creative and out-the-box marketing campaigns for Greenpop to attract people to our green events and festivals
- Managing a team of interns
- Providing creative marketing ROI to partners at our events
- Live content management at our events
- Reporting monthly on targets, achievements and strategies
- This role reports to and works closely with Greenpop's Head of Communications

Required experience and skills:

At least 1 year of work experience in marketing related fields.

The following experience and skills would be ideal:

- Experience in email marketing, audience journeys and automation
- Well-developed writing and communication skills
- A strong grasp of social media platforms
- Experience in marketing/communications
- A good eye for what makes a good photograph
- Great at multi-tasking
- Not afraid to pick up the phone
- Good initiative and an ability to activate projects without too much direction – self starter qualities
- Ability to drive and motivate others
- Fast worker – we work on a lot of different things at the same time at Greenpop and our pace is fast!
- Good organizational skills
- A creative mind and flexible attitude

Other requirements:

- Valid South African ID or valid work permit if not South African
- Based in (or willing to move to) Cape Town

Helpful skills (not required):

- Knowledge of Google Drive & Excel wizardry
- Valid drivers licence and own transport
- Basic Wordpress understanding
- Basic photography understanding (even just on phone cameras)

Remuneration:

Negotiable depending on experience – estimated between R10000 and R15000 to start, with potential to grow this fairly quickly, with the right candidate

Start date: As soon as possible – we are flexible

How to apply:

Please send the following two documents as attachments in one email to Lauren O'Donnell (lauren@greenpop.org) by Thursday 10 August at 5:30pm

1. Application form - please answer the short questions below and send your answers on a separate word document (numbered exactly according to the questions with the same headings)
2. Your CV
3. OPTIONAL: Any blog posts or pieces of writing you may have done in the past (links or attachments to give us a sense of your writing). This is only if you have - not a requirement.

Application Form for Marketing Manager at Greenpop

A) About you

1. Name
2. ID number & Birth date
3. Complete these sentences using less than 70 words for each one:
 - 3.1 In my work life, I'm motivated by ...
 - 3.2 Something that really annoys me in the workplace is ...
 - 3.3 Three words that describe my ideal workplace are ...
4. Please answer the below very briefly:
 - 4.1 How do you use the internet / online learning / videos / podcasts to expand your knowledge on various topics (possibly work related but not necessarily). Feel free to mention some specific examples / episodes / talks etc. that have made an impact.
 - 4.2 Below are Greenpop's organisational values. Please write a few lines about **one** that really appeals to you and why:

1. Thrive	Be bold, bright and brilliant. From planting trees and spreading education to designing monitoring systems or communicating an inspirational message, strive to thrive, not just sustain. Aim for thriving, believe in abundance and make real impact.
2. Collaborate	Work in brotherhood like a forest, standing tall like a mighty tree'. Strive for confidence and focus in what you do and do it well - like a strong and grounded tree. Then, actively seek creative partnerships with other people and organizations locally and globally. We are part of a network that gains strength through collaboration and support - like a forest eco-system.
3. Be agile	Focus on solutions, make plans and adapt to make good ideas happen. There may be a 'right' way to plant a tree today, but if we learn of a better way tomorrow, reassess and try it. Be swift and well coordinated when change is needed for the better!
4. Dig it!	Ours is a labour of love. When you're passionate about what you do and you really care, your enthusiasm rubs off on others. Being part of our team means being an inspiration to others and being inspired by their triumphs - and having fun together.
5. Keep promises	Doing what we say we will do is important to us, whether it's planting the right trees, meeting deadlines, or listening to what others have to say with an open mind. By being true to ourselves, we earn the trust of others.
6. Treat others like gold	Respect and appreciate every team member - give off warmth and support, we're in this together! Value and be grateful for every person that engages with Greenpop. Whether it's someone wanting to get their hands dirty at our nursery or a big potential partner, value everyone! We're building a community, not a list of stakeholders. Initiate and nurture relationships.

7. Live it	We're an environmental organisation thus our team are practicing environmentalists. Practicing does not mean perfect, but do practice. Stay current in the green space, ask questions, encourage discussion, experiment, challenge yourself, each other and our community. Practice treading lightly on our planet.
8. DO Great Things!	Don't just talk about them. Innovate, activate and make great things happen! Now is the time for action. Have courage to contribute. Show us your magic.

B) Experience

Write 1 or 2 short sentences on what your experience is with the below. If you have no previous experience, this is also fine, just tell us honestly.

1. Mailchimp
2. Drip mailing campaigns
3. Urban Greening
4. Editorial vs advertorial in the media
5. Direct marketing

C) Motivation

1. Why do you love marketing?
2. Why do you think you would be a good fit for Greenpop?
3. How do your skills relate to the Marketing Manager role described above?
4. What is your expected salary range?

Thanks!

Please remember to create a separate word document with your answers (numbered exactly as above) and attach this with your CV in an email to lauren@greenpop.org by Thursday 10 August 2017 at 5:30pm