



# Greenpop

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**Date:** July 2018  
**Job Opportunity:** Marketing and Community Manager  
**Application Deadline:** 23:59, 3 August 2018

We're looking for an experienced marketer with skills in various media and platforms, to work under marketing Greenpop's Experiences wing, with focus on promoting our various events, trips, camps, and activations. The role entails this through: the conceptualising and strategising of campaigns and promotions to increase the awareness of, gain registrations to, and sell tickets for the various respective events. This marketer will work together with Greenpop's Head of Communications and Greenpop Experience's Head of Events, and will need to manage teams of interns, volunteers or external collaborators, depending on the particular event.

### **Purpose of the role:**

This position serves to create awareness in the general public about Greenpop's various events through a combination of different marketing platforms, techniques and mediums; and then convert this awareness into ticket sales and event bookings. Greenpop's Experiences hosts a variety of events, functions, activations, camps, tours and group outings throughout the year, and we need a professional, organised, driven and creative individual to help tell the world about them, and why they should be attended.

The Event Marketing Manager will create strategies for gaining maximum exposure for these events, leading up to them, throughout their duration, and after their completion. These strategies will need to be composed according to the analysis of previous campaigns and mechanics used, as well as incorporating fresh concepts for reaching the desired audiences. This includes utilising digital platforms ranging from social media to email marketing, website and web traffic analysis, search engine optimisation and Ad Words; and other platforms and mediums, such as press releases for print media, PSA content for radio stations, and poster and pamphlet dissemination strategies.

The role of this position also entails the overseeing and management of content briefing, creation and curation for the aforementioned campaigns. This includes liaising with content creators such as copywriters, designers, photographers, videographers, developers, reporters etc., so as to ensure that they correctly understand the purpose of the campaign and the event, and are appropriately briefed and managed; as well as creating content such as copy, designs, taking photographs, video or soundbites, or setting up, optimising or updating social media advert campaigns, or website content when needed.

Lastly, the Event Marketing Manager will also need to be well-versed in covering the mentioned events, both live and after their completion. This ranges from on-site coverage such as interviews, live social media posting, etc., to creation of detailed reports about the marketing of the events as well as the events themselves. The purpose of these reports will not only be to aid in the creation of future campaigns and strategies, but also to accurately provide our partners, sponsors and donors with a view of the ROI the event has provided for them.

### **Core responsibilities:**

- Conceptualising strategies for marketing campaigns and events themselves
- Generating leads to convert into ticket sales, event bookings or registrations
- Management of databases of said leads, registrations and tickets
- Management of brand presence on various platforms including social media and press
- Overseeing of, and liaising with team members on, the creation of content for said campaigns
- Curation and creation of pieces of content such as copy, design, video and audio
- Development, launching and optimisation of websites, pages and analytics
- Management of intern teams and external collaborators
- Reporting on and communicating the possible and actual ROI before and after events respectively

- Reporting monthly on targets, achievements and strategies
- Managing our media relations and content in the press
- Managing our face-to-face marketing activations
- Management of relationships with possible and existing partners and sponsors together with Greenpop's Head of Events
- On-site coverage during events, including social and other mediums
- This role reports to and works closely with the Head of Events

**Required experience and skills:**

- Marketing or related degree/diploma
- At least 1 year of work experience in marketing related fields.

**The following experience and skills would be ideal:**

- Well-developed writing and communication skills
- Knowledge/experience of basic web development software and processes
- Experience in email marketing, audience journeys and automation
- 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

**Proficient use or prior experience of the following tools is ideally required:**

- G-Suite - Drive, Docs, Slides, Sheets, Forms
- Social Media - Facebook Business Manager, Ad Manager, Power Editor; Twitter Analytics, Tweetdeck; Instagram Business Tools, Hootsuite
- Web - Wordpress, Bitly, Gleam
- Email - MailChimp
- Design - Adobe Photoshop, Canva, Basic Photography
- Project & Task Management - Asana

**Use of the following tools and platforms is desirable:**

- Google Ads & Web - Analytics, Tag Manager, Ad Words, AdSense
- Media & Press - Meltwater
- Email & Database - Salesforce
- Design - Adobe Illustrator, In Design
- Video - Adobe Premiere or Final Cut

**Other requirements**

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

**Start date:** As soon as possible, ideally no later than 1 October

**Remuneration:** Negotiable depending on experience – estimated between R12000 and R17000 per month to start, with potential to grow this fairly quickly, with the right candidate.

**How to apply:** Please complete the online form here [bit.ly/GPMCM](https://bit.ly/GPMCM) and either upload or email [careers@greenpop.org](mailto:careers@greenpop.org) a current CV, Portfolio/links to previous work (if applicable), and a Motivational Statement