

Marketing Account Executive

Remuneration:	R25000 - R35000 per month cost-to-company
Location:	Johannesburg
Job level:	Mid
Type:	Permanent
Company:	Ad Talent Africa

Who we are: We are a boutique marketing agency specialising in brand strategy and marketing management for diverse B2B clients.

What we are looking for: A talented marketing account executive to join our dynamic team on a six-month contract with a view to going permanent.

What you will do:

Marketing strategies

- Create presentations for marketing workshops with new/existing clients
- Proactively liaise with the client on the presented marketing strategy and make any changes/additions as and when required

Campaign planning and management

- Draw up a concept document that can be pitched to the client. This could be social media posts, mailers, etc
- Act as the point of call between suppliers and the client to ensure that suppliers are meeting all client needs

Content development

- Oversee and manage content needed for the campaign. The types of content may include website copy, product brochures, LinkedIn write-ups, company profiles, personal biographies, social media posts, mailers, newsletters, blogs, etc
- When collaborating with a copywriter, ensure that all content developed by them is reviewed and quality-checked before sending it to the client

Client and supplier engagement

- Ensure that all clients and suppliers are kept updated weekly (status meetings) and send them status reports
- Build, maintain, and nurture relationships with all suppliers and clients
- Set up and attend monthly meetings with the clients to discuss the progress of their project
- Ensure that there are quarterly and yearly strategy reviews and planning sessions with clients

Report writing and admin

- Write accurate and informative status reports for clients and suppliers
- Create and consistently update the client tracking sheet where all project deliverables are broken down into action points and desired outcomes
- For meetings with the client, prepare meeting agendas and reports to ensure that the session is fruitful and valuable.

Write up post-meeting notes and action plans that can be sent to the client

Skills:

- Written and verbal communication
- Networking and relationship building
- Microsoft Office
- Email marketing system
- Presentation skills
- Google Analytics knowledge
- Digital marketing understanding
- CRM system knowledge
- Project management

What you must have:

- Degree in marketing and communication or related disciplines
- Degree in business desirable
- Qualification in digital marketing preferred
- At least 3-4 years in a marketing and digital marketing role
- At least one year in a client-facing role

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