

Adapt IT Vacancy

Marketing Coordinator

Location: Johannesburg

Business Unit: Micros

Description

The marketing coordinator is responsible for promoting the image of the company and its products so that maximum growth occurs through maintaining existing clients, gaining new clients and applying marketing and social media strategies.

Role Requirements

Role Responsibilities

- Act as liaison between advertising agencies, associated memberships, print suppliers and all other marketing services and Micros South Africa.
- Design, present and apply marketing strategies.
- Update and maintain all internet (websites) and all social media platforms on a regular basis, in line with company policies.
- Write and distribute press and product media kits and news feeds where required, ensuring valid, current and accurate content.
- Research and present marketing trends, strategies and social activities, which might be applicable to our industry, environment, clients or internal marketing and brand activities. Including the monitoring and reporting on the effectiveness of ongoing marketing communication activities.
- Provide assistance in terms of logistics to events like trade shows, distributor meetings, seminars, customer engagement activities, sponsorships and exhibitions.
- To complete a daily log of all activities.
- Maintain a directory and inventory of sales support materials, ensuring all resources are current and accurate, and coordinate the creation of new materials as needed
- Analyze statistics thereby identifying key marketing, sales areas, problems and success rate.
- To research prospective client details, finding out as much as possible about the company to ensure a professional target marketing approach.
- To constantly monitor and be aware of competitor activity.
- Keep updated on new technologies available, both on MICROS

- software/hardware products, third-party software/hardware products, as well as
- general IT technologies related to our industry.
- Pass any certification examinations as required by Management.
- Maintain an adequate level of knowledge in MS Windows operating systems and
- software utilities as released from time to time.
- Maintain your business diary on Microsoft outlook and grant access to the Sales
- Executive to view your activities.

Education & Experience

- Matric / Grade 12 / Equivalent.
- Knowledge of Micros 7 Opera Software an advantage.
- Minimum 5 years' experience within the relevant hospitality environment.
- Minimum 3 years branding and marketing experience.
- Valid passport.
- Own reliable vehicle and valid driver's license.
- Willing to travel.

Adapt IT is committed to successfully implementing employment equity initiatives that actively promote our Broad-Based Black Economic Empowerment (B-BBEE) policy.

Closing date:	30 September 2019
Contact person:	Absai Gama
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Position status:	Open