



## ***Marketing and Awareness Coordinator***

**(5-year fixed-term contract)**

The .ZA Domain Name Authority (ZADNA) is the regulator and manager of dotZA (.ZA) – South Africa's Internet namespace. ZADNA is a statutory entity founded in terms of Chapter X of the Electronic Communications and Transactions Act 25 of 2002. Its key responsibility is to license and regulate .ZA registries and registrars, and to develop and implement policy guidelines. Its offices are located at First Floor, Sanofi House, 44 Grand Central Boulevard, Midrand, 1685, Gauteng Province.

ZADNA is seeking to appoint a skilled ***Marketing and Awareness Coordinator***. Support the PR & Marketing Officer implement the .ZA brand strategy through marketing, branding, awareness and social media initiatives.

### **KEY JOB DELIVERABLES ARE:**

#### **Marketing and branding**

- Support the implementation of new marketing strategies using multiple channels such as events, online advertising, print and radio.
- Proofreading advertising copies.
- Compiling and distributing campaign statistics and reports
- Communicating with internal employees to ensure company values and campaigns are understood.
- Liaising with and visiting customers/external agencies/suppliers.
- Preparing and analysing questionnaires.
- Writing reports, company brochures and similar documents.
- Organising and hosting presentations and customer visits
- Assisting with any other promotional activities as required.

#### **Implementation of awareness campaigns**

- Support the implementation of awareness and promotion campaigns and initiatives to grow the positive perception of ZADNA and .ZA brand.
- Assisting with market research to build campaigns and promotions.
- Work with internal and external partners to develop and deliver effective brand and communication awareness campaigns.
- Manage tactical and brand advertising campaigns to promote ZADNA.
- Coordinate internal and external events and brand activations.

#### **Social media management**

- Manage ZADNA social media channels (e.g., Facebook, Twitter) and generate high quality content for these social media pages
- Create and publish updates, events, and marketing initiatives.
- Monitor and handle communication requiring a reply.

## **MINIMUM REQUIREMENTS**

- Diploma or Degree in Marketing or equivalent Degree in Business Administration.
- A minimum of 3 years of experience as a Marketing Assistant or similar role.
- Solid knowledge of marketing techniques and principles
- Good understanding of market research techniques, statistical and data analysis methods
- Thorough understanding of social media and web analytics
- Solid experience relating to use of Microsoft Office (Outlook, Word, Excel, and PowerPoint) and Adobe Acrobat.

## **REQUIRED COMPETENCIES (SKILLS, KNOWLEDGE AND BEHAVIOURAL ATTRIBUTES):**

- Computer proficiency and sound knowledge of MS Office
- Excellent communication skills, both verbal and written
- Ability to multitask and prioritise tasks
- Good understanding of business, policies, and procedures
- Project management
- Planning and organising
- Attention to detail
- Client focus
- Budgeting skills.
- Good social media skills.
- An understanding of digital advertising platforms such as Facebook
- People management and team leadership skills.
- Good teamwork skills
- Communication skills and networking ability
- Adaptability
- Excellent organizational and multi-tasking skills
- Outstanding communication and interpersonal abilities
- Good organisation and planning skills
- Creativity and writing skills
- Commercial awareness

Interested parties should forward their full application (Cover Letter, CV, copies of ID and academic qualifications) to [recruitment@zadna.org.za](mailto:recruitment@zadna.org.za) no later than 16h00 on Monday, 28 June 2021. Enquiries must be directed to HR.

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