

INTERNAL JOB DESCRIPTION

Name of Employee	:	Vacant
Job Title	:	Marketing Administration and Department Coordinator
Functional team	:	JAM International - Marketing
Reports to	:	Production Manager
Number of subordinates	:	0

Purpose of the position

The Marketing Administration and Department Coordinator assists the Production Manager and consultants to implement defined marketing strategies to meet organisational objectives. Develops the production of all elements for the roll-out of campaigns and activities, effectively managing the marketing team in all planning and day-to-day operations.

Key performance Indicators	Weight
	60%

Strategic Marketing Planning & Management

- Achieves marketing and fundraising operational objectives by preparing and completing action plans; implementing production, with effective productivity and quality standards.
- Meets marketing and fundraising financial objectives; prepares, oversees and monitors annual budget and schedules expenditures.
- Monitors costs and quality standards.
- Provide information by collecting, analyzing, and summarizing effectiveness and trends.
- Resolves problems; completes audits.
- Translate organizational strategies to facilitate growth of the global organisation

Branding	10%
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- Upholds strict confidentiality and clearly-defined global CI standards

Fiscal Management	15%
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- Develop and manage the annual marketing budget of JAM International and services to all Affiliates.
- Develop and manage sponsorship acquisition opportunities.

Marketing and Sales Materials	10%
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- Develop global promotional and fundraising materials, working with affiliates for the various elements.
- Oversee translation of materials into other languages where necessary.

- Edit, proofread and sign off all materials in accordance with specific donor requirements.
- Oversee all production of audio visual, print and collateral materials.

Donor Management

5%

- Work with all JAM offices to implement the effective use of Salesforce system, with reporting outlines.
- Oversee the administration of marketing databases with top-level security.
- Oversee donor reports in accordance with donor requirements and oversee to completion.

From time to time, perform duties not specifically stated in your job description, provided that such duties are related to JAM operations.

Key skills/competencies

- Languages: English is essential. Any one of the other 11 SA official languages is preferred
- Willingness to learn and ability to conceive JAM's vision and passion
- Computer literacy
- Sales-driven
- Ability to oversee projects from origin to execution
- Strong and effective communications, both oral and written
- Ability to work under pressure and meet deadlines
- Strong proofreading skills.
- Ability to manage, inspire, encourage, train and motivate team and work colleagues.
- Financial and Campaign planning and management
- Good understanding of marketing concepts and product development
- Good client relationships

Qualifications required

- Minimum Bachelors Degree in Sales and Marketing
- Valid driver's license

Experience required

- Minimum 10 years experience in a Management position in the Marketing and Fundraising field

Limits of authority

- Authority is limited to the tasks described above. Any variation requires supervisory approval.