

Job Advertisement: Marketing Lead

Organisation: Justice Desk Africa

Location: Cape Town

Are you a dynamic Marketing all-rounder looking to use your skills to impact the world positively? Or perhaps you're currently working in corporate and looking to make the shift to the NPO/PBO sector. Well, then this role is for you. At Justice Desk Africa we are committed to empowering communities and fostering positive change. We operate at the forefront of human rights advocacy, engaging communities to create a more just and equitable society. And for this role, you will be asked to shout all that we do from the rooftops while collaborating with an incredibly passionate team. Are you in?

About Justice Desk Africa: Justice Desk Africa is a dynamic human rights organisation committed to empowering communities and fostering positive change. We operate at the forefront of human rights advocacy, engaging communities to create a more just and equitable society. Join our passionate team dedicated to making a lasting impact.

Job Description: As the Marketing Lead at Justice Desk Africa, you will play a pivotal role in driving the organisation's visibility, brand awareness, and engagement. We are seeking a creative and strategic marketing professional to lead our marketing initiatives and contribute to the amplification of our mission.

Key Responsibilities:

1. Develop and implement comprehensive marketing strategies to promote Justice Desk Africa's initiatives and increase awareness to ultimately build our brand online and increase our donor base.
2. Manage and execute digital always-on campaigns, including social media, email marketing, and online advertising.
3. Create compelling and impactful content for various platforms, ensuring consistency with the organisation's brand. You will be able to collaborate with content teams but we are looking for someone who can strategise, create and publish effectively.
4. Lead the development of marketing materials, including brochures, presentations, and promotional videos with the assistance of the broader team.
5. Collaborate with internal teams to align marketing efforts with organisational goals and campaigns.
6. Monitor and analyse marketing metrics, providing regular reports on campaign performance.
7. Stay updated on industry trends and emerging digital marketing tools, recommending innovative and future focused approaches.
8. Attend and contribute to board sub-committee meetings related to Communications and Marketing.
9. Cultivate and manage relationships with media partners, influencers, potential donors and stakeholders. i.e. manage an effective Public Relations strategy and execution
10. Oversee the organisation's website content, ensuring it is up-to-date and reflective of our mission and activities.
11. Identify possible marketing collaborations with events, and conferences.

Qualifications and experience needed:

1. Bachelor's degree in Marketing, Communications, or a related field.
2. Proven experience in marketing, with a focus on digital marketing strategies and campaigns.
3. Strong understanding of social media platforms, content creation, and online engagement.
4. Excellent written and verbal communication skills.
5. Creative and growth mindset with the ability to think strategically and execute innovative ideas.
6. Proficiency in marketing software and tools.
7. Ability to work collaboratively in a dynamic and fast-paced environment.
8. Understanding of human rights and social justice issues is a plus.
9. Previous experience in the non-profit sector is desirable but not mandatory.
10. Demonstrated success in managing marketing campaigns and achieving measurable results.

How to Apply: Submit your resume, cover letter, and a portfolio showcasing relevant marketing projects to info@justicedesk.org with the subject "Marketing Lead Application." Applications will be accepted until 12th Feb 2024. .

Justice Desk Africa is an equal opportunity employer. We encourage candidates from diverse backgrounds to apply.

Join us in driving impactful marketing initiatives that amplify our mission and contribute to positive change in the communities we serve. Your strategic marketing expertise will play a key role in advancing human rights and social justice.