



JOB DESCRIPTION: BRAND MANAGER

Start Date: Immediate

Location: Office-based, Hilton

Employment Type: Full-time

POSITION OVERVIEW:

Hello Marketing is looking for a vibrant Brand Manager with at least 5-8 years of industry experience to join our team of marketing professionals in Hilton, KwaZulu-Natal.

The brand manager at Hello Marketing is a crucial leadership role, reporting directly to the Head of Hello Marketing. The successful candidate will be responsible for overseeing a portfolio of client accounts, leading the development and delivery of integrated marketing strategies and overseeing the delivery of high-quality campaigns, content, and materials. The role requires ownership of client relationships, strategic direction, project delivery and team coordination, ensuring that client objectives are achieved, deadlines are met, and that all work meets Hello Marketing's standards of quality.

The ideal candidate is driven, independent, highly organised, and shows great attention to detail.

KEY RESPONSIBILITIES:

- **Client Management:** Build and maintain strong client relationships, acting as the primary strategic contact and ensuring a high standard of service delivery.
- **Strategy Development:** Develop and implement comprehensive marketing strategies that align with client goals and business objectives.
- **Project & Account Delivery:** Oversee the successful planning, execution and delivery of marketing activities, ensuring projects are completed on time, within scope and to a high standard.
- **Team Coordination:** Manage workflows and collaborate closely with designers, videographers, web developers and other team members to ensure effective delivery of client requirements. Excellent briefing skills are essential.
- **Quality Assurance:** Maintain quality control across all client deliverables, ensuring work is accurate, professionally presented and aligned with agreed strategies and brand guidelines.
- **Team Support:** Attend meetings, provide guidance, and support the marketing team, fostering a collaborative and productive work environment.

CORE DUTIES AND ACTIVITIES:

- **Campaign Management:** Coordinate and oversee the delivery of marketing campaigns across digital and traditional channels.
- **Social Media Management:** Manage social media strategies, content planning, approvals, paid promotion and performance monitoring across multiple client accounts.
- **Paid Advertising:** Create and manage paid advertising campaigns on social media, optimising them for performance.
- **Performance Reporting:** Analyse campaign and social media performance, prepare client reports, and provide strategic recommendations for continuous improvement.
- **Email Marketing:** Review and approve email marketing campaigns, ensuring content is engaging, accurate and aligned with campaign objectives.
- **Website Management:** Liaise with the Web Department regarding website updates, content changes, optimisation opportunities and ongoing website performance.
- **Content & Copy Review:** Review, proof and approve marketing content, ensuring it is accurate, effective and aligned with client objectives and brand standards.
- **PPC / SEO:** Working knowledge of Google Ads and SEO fundamentals will be highly advantageous.

KEY REQUIREMENTS AND SKILLS:

- **Technical Skills:** Experience with or working knowledge of Meta Ads, Google Analytics, Mailchimp, reporting and project management tools.
- **Project Management:** Exceptional project management skills, with the ability to juggle multiple projects and deadlines.
- **Attention to Detail:** High attention to detail and accuracy in all aspects of work.
- **Client Relations:** Excellent client relationship management skills, with strong communication and presentation abilities.
- **Organisational Skills:** Methodical and organised, with the ability to prioritise tasks and meet deadlines.
- **Ethical and Professional:** Strong work ethic, values, and professionalism.
- **Presentation Skills:** Confidence in presenting to clients and stakeholders.
- **Communication:** Excellent written and verbal communication skills, with the ability to brief and collaborate effectively with cross-functional teams.
- **Self-Motivated:** Able to work independently and take initiative when necessary.

QUALIFICATIONS & EXPERIENCE:

- Qualification in marketing, brand communications, project management, business, copywriting or related or equivalent fields - degree, diploma, or certification
- Additional certifications in digital marketing or analytics advantageous
- 5-8 years' experience in marketing, with at least 2-3 years in a lead role managing campaigns end-to-end
- Experience working in an agency environment or in a fast-paced, multi-stakeholder organisation, managing multiple projects and deadlines simultaneously

REQUIREMENTS:

- Must provide references
- Must have own transport
- Must be presentable, confident, and well-spoken