



# JOB DESCRIPTION

## MARKETING ASSISTANT & SOCIAL MEDIA MANAGER

*Johannesburg or Cape Town*

### WE BELIEVE IN

Celebrating differences, nurturing individuality and cultivating gratitude. The thrill of discovery. Listening with curiosity and acting with integrity. Slowing down, being intentional and taking care of each other and the planet. The power of kindness, both outwards and inwards. Experiences that shape new ways of thinking and provide freedom from the norm. Having a light touch and a whole heart. Making our work matter.

### OUR CULTURE

At the heart of our business is our Rare Earth family – the team of people who work tirelessly to make our guests feel welcome; people with passion, intention and humility; people who are curious about the world and are committed to caring for it; and people with the confidence and experience to always be their most authentic selves.

Together, our Rare Earth family provide the solid foundation for the achievement of our vision, which is to be one of Africa's most well-loved boutique hospitality brands, creating experiences that are unexpected, meaningful and considered for our guests.

### OUR VALUES

Creativity – open-minded thinking

Generosity – of spirit, of time, of thought, of knowledge

Individuality – the courage to be unashamedly ourselves and embrace that in others

Fairness – a measured approach that does not discriminate

Humility – being respectful, placing ego aside and championing equality

Curiosity – a desire to learn more about people and the world

Ownership – taking responsibility for your ideas and your role

Family – engendering a sense of belonging among both staff and guests

Sincerity – operating with honesty and a lack of pretence

Kindness – warmth, goodwill and assuming the best in others

## **JOB SPECIFICATION**

The marketing assistant and social media manager role balances two areas of responsibility: supporting our Marketing Manager in the execution of key marketing projects and managing the Company's social media content and accounts. In the marketing aspect of the role, you'll collaborate with other team members and provide support to a wide range of marketing initiatives. In the social media aspect of the role, you will be responsible for developing and implementing our strategy across social media platforms, managing customer engagement, building digital brand awareness and supporting company objectives. Ideal candidates are familiar with the hospitality industry, love to travel and have a passion for brand storytelling.

This is a maternity contract position which has the potential to evolve into a full-time role.

## **KEY RESPONSIBILITIES**

### **MARKETING**

- Build a working knowledge of the Company and its portfolio through close collaboration with the Marketing and Senior Management teams
- Assist with the creation, production and proofing of sales and marketing documents, presentations, website content, email campaigns and other branded material
- Undertake other projects as assigned, demonstrating flexibility and adaptability in handling diverse responsibilities
- Adhere to a consistent brand voice and maintain company brand standards in all product support materials and communications
- Ensure all artwork produced meets the needs and follows the Company's brand identity standards and guidelines

### **SOCIAL MEDIA**

- Develop and implement a comprehensive social media strategy that aligns with company objectives
- Create and curate engaging content for social media channels (currently Instagram and Facebook)
- Manage day-to-day community engagement across all platforms and accounts including monitoring and responding to customer enquiries, comments and messages
- Analyse social media metrics to evaluate the effectiveness of campaigns and adjust strategies accordingly
- Stay up-to-date with industry trends and best practices and incorporate them into our social media strategy
- Monitor and report on competitors' social media activity and adjust our strategy accordingly

## **KNOWLEDGE & SKILLS REQUIRED**

- A minimum of 3 years' experience in a digital marketing and/or social media position
- Strong understanding of Instagram and Facebook as well as the broader social media and digital marketing landscape
- Excellent written, verbal and interpersonal communication skills
- An eye for strong design if not actual graphic design skills (experience with Canva preferred)
- Up-to-date knowledge of the hospitality and travel environment/industry
- Meticulous, precise and always paying close attention to detail
- Ability to remain effective under pressure
- Lateral thinker and creative problem-solver who takes initiative
- Strong team player with a willingness to share information, knowledge and responsibility
- Flexible and dynamic with the ability to work on multiple projects at once

## **PERSONAL CHARACTERISTICS**

- Creative and curious
- Disciplined and organised
- Energetic and optimistic
- Resourceful and proactive
- Appropriate sense of urgency
- Strong references and a clean track record are mandatory

## **SALARY**

Industry related – based on experience and hours

## **TO APPLY**

Please send your CV to [careers@rareearth.co.za](mailto:careers@rareearth.co.za) with the subject line: "Marketing Assistant - Application"

## **TIMELINES**

Interviews will take place during March 2024 with the appointment effective immediately