

## Brand & Media Analyst – Pretoria

iX engineers is seeking a dynamic Brand & Media Analyst to assume accountability and responsibility for the iX brand and media function with particular emphasis to support business needs.

### AREAS OF RESPONSIBILITY

- Assist the Marketing Manager by coordinating all Marketing activities of the business.
- Assist in the development of the marketing strategy for the company in line with company objectives.
- Co-ordinating marketing campaigns
- Assist the Marketing Manager in overseeing the company's marketing budget.
- Contribute to the creation and publication of all marketing material in line with marketing plans.
- Support the Marketing Manager in the planning and implementing of promotional campaigns.
- Co-ordinate and improve lead generation campaigns as well as measuring results.
- Support the overall responsibility for brand management and corporate identity.
- Assist the Marketing Manager to prepare online and print marketing campaigns.
- Monitor and report on effectiveness of marketing communications.
- Create a wide range of different marketing materials.
- Work closely with designers and assist with new product launches.
- Maintain effective internal communication to ensure that all relevant departments are kept informed of marketing objectives.
- Assist in creating content for social media posts and keeping track of the analytics and performance of all iX engineers social media pages
- Market research

### QUALIFICATIONS & EXPERIENCE

- Degree/National Diploma in Marketing and or related field.

### ESSENTIAL KNOWLEDGE & SKILLS

- 1 year experience
- Proficiency in Microsoft Office Suite
- Solid written and verbal communication skills
- Excellent organizational skills
- Excellent corporate social media skills

### APPLICATION PROCEDURE

Applications should be sent to: [jobs@ixengineers.co.za](mailto:jobs@ixengineers.co.za) by no later than the 31st of July 2020. Please clearly indicate which position you are applying for in the subject line.

**Although all applications will be considered on their individual merit, preference will be given to Employment Equity candidates.**