

KEY INFORMATION

TITLE:	Marketing Co-ordinator
REPORTING LINE:	Marketing Manager, Prescient Investment Management
LOCATION:	Tokai, Cape Town
BUSINESS UNIT:	Prescient Investment Management (PIM)

PURPOSE OF THE ROLE

To deliver industry-leading marketing projects and initiatives with the goal of promoting Prescient Investment Management as the leading investment manager in South Africa. This role takes responsibility for the logistics, planning and managing of a range of marketing activities, including but not limited to, advertising campaigns, industry events, sales support collateral, and digital platform development.

DUTIES AND RESPONSIBILITIES

- Manage and deliver advertising campaigns across an array of media channels.
 - Brief agency partners
 - Manage reverts and approval processes
 - Asses media plans and manage material deadlines
 - Manage budgets and spend
- Manage and deliver marketing projects aligned with investments team and sales team projects.
 - Take briefs from internal stakeholders
 - Create project plans to manage the delivery
 - Work with colleagues to ensure the necessary information is shared
 - Co-ordinate colleagues in line with the project plan
 - Brief external suppliers where necessary
- Plan, manage and coordinate the logistics for all client engagements and events, including face-to-face and virtual events nationally:
 - Ensure events deliver on PIM brand and client experience standards
 - Work with institutional and retail business development teams to create an annual client engagement plan
 - Where applicable, source and recommend suitable venues
 - Select and liaise with external suppliers to ensure the delivery of high-quality outputs
 - Prepare a detailed budget for all events, and follow up with approval
 - Manage the invitation process with digital marketing and ensure sign-off by internal stakeholders.-
 - Provide a post-event analysis, which includes budget recon and that highlights key learnings to be applied to future events
- Fulfil the role as the primary contact for all PIM industry events, this includes PIM's participation in Prescient Group sponsorships:
 - Manage deadlines for all branded material, business information and payments
 - Co-ordinate with the marketing team and business stakeholders on the creation or sourcing of any marketing brochures, video recordings or branded material as required for sponsorships and industry events
 - Brief external service providers, as and when required, to complete work in support of sponsorships
- General:

- Remain abreast of trends as it relates to events, collateral, advertising, promotional items, etc
- Develop and maintain strong working relationships with all key stakeholders

REQUIRED EXPERIENCE

Minimum of 4 years' experience in a marketing project management role from financial services

Experience with implementing and managing in person and virtual events

REQUIRED QUALIFICATIONS

Marketing related Qualification (National Diploma / Degree)

KEY COMPETENCIES

- Attention to detail and accuracy
- Take ownership of tasks and be accountable for delivering quality outcomes for the business
- Proactive and able to take initiative
- Creative thinker
- Can work independently or part of a team
- Highly organised and excellent time management
- Positive team player, highly collaborative approach
- Strong communication skills

WHY THIS ROLE?

This is a brilliant opportunity to play a key role in delivering ground-breaking marketing initiatives for a leading investment manager, Prescient Investment Management (PIM).

To apply, send your CV and academic transcripts to joanne.meyer@prescient.co.za

You understand and accept that, by applying for this role, you authorise Prescient to obtain your personal information and utilise said information for recruitment purposes for this role.