

Campaign Manager Job Description - October 2017

Newtown Partners is an angel investment and venture capital firm based in the Cape Town CBD, South Africa. We focus on making early stage investments, typically series seed, into software technology startups. The firm was founded by Llew Claasen and Vinny Lingham on the set of Dragon's Den South Africa season 1 in Newtown, Johannesburg.

Newtown Partners is looking for a full-time Campaign Manager to join the firm on a permanent basis. The Campaign Manager will report to the Marketing Manager.

Purpose:

This is a new role and will include regular day-to-day communication with the Marketing Manager to ensure assigned campaigns and tasks are delivered optimally. The candidate will contribute to and help develop marketing campaigns using digital platforms and social media. This is a varied role, with typical tasks including developing, executing and evaluating online marketing campaigns for Newtown Partners and investee startups.

Responsibilities:

- Campaign planning & management for investee startups & Newtown, including social media, content, email, PR & paid digital media, with the assistance of specialists, where relevant;
- Assist in briefing and coordinating the work of specialist marketing service providers for portfolio startups & Newtown, especially PR, SEO, copywriting and web development;
- Manage allocated media budgets for media campaigns;
- Update social media properties (Facebook, Twitter, LinkedIn) including daily monitoring, posting and content development;
- Assist in researching and identifying new digital tools for online campaign execution;
- Develop, contribute to and execute integrated digital marketing campaigns;
- Seek new and suitable online advertising opportunities;
- Manage the production and distribution of marketing assets while ensuring that creative libraries are kept up to date;
- Conduct market research and competitor analysis;
- Weekly and monthly reporting of campaign performance;
- Assist with the implementation of campaign optimisation tools and technologies;
- Assist the Marketing Manager generally in the discharge of marketing services.

Qualifications:

- Bachelor's degree with marketing major (or similar)
- Digital Marketing qualification preferred

Skills and experience:

- 4-5 years post-university online marketing campaign management work experience across various media
- Paid search set-up, optimisation and campaign management (Google)
- Social media paid and organic set-up, optimisation and campaign management (Facebook, Instagram, Twitter, LinkedIn, Reddit, BitcoinTalk)
- Management of all social media properties including daily monitoring, message posting and content development
- Excellent knowledge of online media channels, metrics, planning and technology
- Knowledge of SEO optimisation
- Experience in email platforms such as Mailchimp
- Strong data analysis skills essential, proficient Excel skills
- Campaign performance reporting
- Experience working with Google Analytics, specifically to identify trends/opportunities
- Good written and verbal communication skills, copy editing ability
- Knowledge and understanding of attribution models
- Meticulous – high attention to detail, very well organized
- Keen problem solver – fluid intelligence and well developed troubleshooting skills
- Flexible/agile, self-aware and a creative thinker
- Meets deadlines but not at the expense of quality output
- Influencer marketing, online PR marketing and CMS experience beneficial
- Interest in startup entrepreneurship and technology (interest in gaming beneficial)

Salary and employee benefits:

- Salary negotiable based on skills and experience (circa R25k– R30k pm)
- 20 days annual leave
- Office parking bay

Please send your comprehensive CV and a cover letter to work@newtownpartners.com.

Preference will be given to EE candidates. If you do not receive a reply to your application within 2 weeks, you may assume that it has been unsuccessful.