

BALWIN PROPERTIES

CAREER OPPORTUNITY



Digital Marketing Co-Ordinator

QUALIFICATIONS & EXPERIENCE REQUIRED

- 🌿 Diploma or Degree in Marketing, Digital Marketing, Communications or related qualification.
- 🌿 3-5 Years Experience
- 🌿 Experience Type : Digital marketing, email marketing and audience segmentation.
- 🌿 Required: Experience working with tools such as Canva or similar design tools for ad creatives

Position Type:	Permanent
Job Role:	Digital Marketing Co-Ordinator
Location:	Johannesburg
Benefits:	Provident Fund / Medical Cover
Joining Date:	As soon as possible

SKILLS REQUIREMENTS

- 🌿 Understanding of email marketing and audience segmentation.
- 🌿 Strong attention to detail and ability to meet tight deadlines.
- 🌿 Knowledge working with HubSpot and working experience in real estate industry or property development marketing will be beneficial.
- 🌿 Ability to pivot quickly and adapt to changing priorities.
- 🌿 Creativity and ability to learn new skills and to be innovative.
- 🌿 Strong understanding of digital platforms and marketing concepts..

DUTIES AND RESPONSIBILITIES

- 🌿 Assist with managing digital marketing channels, including email marketing, social media, paid ads, and website updates.
- 🌿 Support campaign execution to ensure consistency and alignment with brand objectives.
- 🌿 Monitor performance and suggest improvements for better engagement. Support the implementation of digital marketing campaigns across multiple platforms.
- 🌿 Assist in scheduling and managing content.
- 🌿 Ensure all campaigns are executed on time and aligned with brand guidelines.
- 🌿 Use Canva (or similar tools) to design simple ad creatives, banners, and social media posts.
- 🌿 Assist with coordinating creative assets for paid campaigns.
- 🌿 Work with the marketing team to develop engaging content that resonates with our target audience.
- 🌿 Compile and analyse reports on campaign performance.
- 🌿 Provide insights and recommendations based on data.
- 🌿 Monitor digital trends and competitor activities to optimise our strategy.

SKILLS AND TRAITS

- 🌿 Deadline driven
- 🌿 Ability to work well under pressure
- 🌿 Excellent verbal and written communication
- 🌿 Good interpersonal skills
- 🌿 Ability to work on multiple tasks
- 🌿 High sense of urgency
- 🌿 Good attention to detail
- 🌿 Ability to problem solve
- 🌿 Reliable and dependable
- 🌿 Ability to adapt and learn new technology and systems
- 🌿 Highly adaptable and able to deal with changing environments

Should you wish to apply please send a motivational letter, CV, ID and Academic Records to careers@balwin.co.za

