

	<b>JOB DESCRIPTION</b>	<b>RES-JD-01 v1.1</b>
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<b>Effective date:</b>	<i>2018-07-10</i>
<b>Approved:</b>	<i>Seline van der Wat</i>

**Position:** Marketing Coordinator

**Department:** Marketing & Sales

**Work location:** Building 2, Ashlea Gardens Office Park, 180 Garsfontein Road, Ashlea Gardens, Pretoria, 0081

**Supervisor/Manager:** Marketing Manager

**Company Description:**

hearX Group is an innovative start-up providing smart solutions for healthy hearing. Our low-cost mHealth solutions provide user-friendly interfaces to clinically valid tests, with cloud-based data management and integrated referral systems linking patients to healthcare services. hearX Group’s vision is to impact the 1.2 billion people globally who suffer hearing difficulties, through affordable access to screening or testing solutions and linkage to hearing health.

Our award-winning products are used in over 25 countries. Our aim is to impact on an individual, community and global level by creating sustainable, smart solutions for hearing health for everyone

**Main duties and responsibilities:**

We’re looking for a dynamic, creative and enthusiastic Marketing Coordinator to join our team who loves to work hard, enjoys being creative and can handle the following duties and responsibilities:

- Assist Marketing team with the execution of marketing strategies for the business as a whole and specific product launches.
- Come up with creative and innovative ideas in the marketing department.
- Assist Marketing team with monthly reporting of traffic, engagement and lead generation via marketing platforms.
- Assist Marketing team with budgeting and monthly expense tracking of marketing spend.
- Assist Marketing team with the execution of multi-channel marketing activities and tactics including a split between digital and traditional marketing channels.



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RES-JD-01  
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- Management of content production and social media channels including Facebook, LinkedIn, Twitter, Google + and Instagram.
- Assist with the compilation, design, finalisation and printing (where needed) of marketing collateral.
- Pursue, manage and engage with media partners and press including general Public Relations Management.
- Management of data on Agile CRM platform.
- Assist with the planning and execution of events.
- Assist with the management of websites.
- Assist with the scheduling and planning of external outsourced resources such as; videographers and photographers.
- Assist with the compilation of content for websites, brochures and any ancillary forms of content required.
- Assist with content creation for products and websites as well as any other marketing related activities.

### **Education and/or work experience requirements:**

All applicants should meet the minimum requirements for the position as below:

- Minimum BCom Marketing Management or related Commerce degree
- 2 years relevant marketing experience
- Experience in events will be advantageous
- Postgraduate will be advantageous
- Well presented and confident
- Interest in pursuing a career in marketing
- Willingness to complete and participate in a voluntary 'project' in order to assess capabilities
- Creative and meticulous attention to detail
- Team player
- Work well with others
- Must be willing to learn
- Excellent administration and organisational skills
- Great attention to grammar
- Computer Literate (Ms-Excel and Ms-Powerpoint)