

VACANCY

MARKETING DATA COORDINATOR HIRT & CARTER – CAPE TOWN

CORE PURPOSE OF THE JOB:

The Marketing Data Coordinator will assist and be responsible to execute the marketing activities including print and media advertising, point of purchase material, promotional signage, sales analysis and sales initiatives which supports the retail sales objectives.

KEY PERFORMANCE AREAS:

- Prepares marketing reports by collecting, analysing, and summarizing sales data within the specified time allocated
- Supports sales staff by providing sales data, market trends, forecasts, account analyses, new product information
- Maintaining research databases, pricing and advertising
- Assist in targeted advertising campaigns for stores including radio, direct mail, billboards and newspaper advertising
- Assist with client presentations as and when required

QUALIFICATIONS / EXPERIENCE:

- Matric + marketing qualification with at least 2 years marketing experience
- Ability to perform detailed quantitative analysis on marketing campaigns
- Must have SQL / ODBC understanding and use

BEHAVIOURS & ATTRIBUTES:

- Work with multiple projects under strict deadlines
- Flexibility to frequent changes and ability to react quickly
- Great collaborative skills, rigorous analytical skills and strong creative drive
- Excellent interpersonal and relationship-building skills

The advert has minimum requirements listed.
Management reserves the right to use additional / relevant information as criteria

careers@hirtandcartergroup.co.za

Closing date for applications is Wednesday 6th March 2019

