



## Job Advert – 15<sup>th</sup> July 2024

If you are interested, kindly email your  
**CV** to  
**vivian.donaldson@cloudessentials.com**

Craft Compelling Stories for Cutting-Edge Cloud Solutions

Title: **Marketing Manager**  
Reporting to: **Sales Operations Manager**  
Sector: **Cloud Technology Solutions**  
Area: **Randburg, Gauteng, South Africa**  
Salary Bracket: **Market-Related**

We are seeking a dynamic and experienced Marketing Manager to lead our marketing efforts and scale our brand effectively. This role is pivotal in aligning our marketing strategy with business goals, driving high-performance marketing culture, and ensuring a significant impact on sales success.

### Role Responsibilities

- You will be required to perform a wide range of tasks including:
  - o Develop and execute comprehensive marketing strategies aligned with business objectives
  - o Lead content creation and campaign management across multiple channels
  - o Oversee digital marketing efforts, including SEO, social media, and email marketing
  - o Collaborate closely with sales and solution specialists to create compelling value propositions
  - o Manage relationships with freelancers, agencies, and partners to enhance marketing efforts
  - o Analyse performance metrics and report KPIs to leadership
  - o Champion brand consistency and promote marketing initiatives internally

### Experience Requirements:



- 5+ years of experience in a marketing leadership role, preferably within the tech or SaaS industry
- Proven track record in developing and implementing successful marketing strategies
- Extensive experience in digital marketing, content strategy, and SEO
- Demonstrated ability to manage and grow a brand

#### Minimum Qualifications \ Certifications Required:

- Relevant marketing certifications (e.g., Google Analytics, HubSpot Inbound Marketing)

#### Minimum Education Required:

- Bachelor's degree in marketing, Business, or related field; MBA preferred

#### Desired Skills:

- Strong analytical and problem-solving abilities
- Excellent communication and interpersonal skills
- Proficiency in marketing automation tools and CRM systems
- Creative thinking and innovative approach to marketing challenges
- Ability to work independently and lead cross-functional teams
- Strong project management and organizational skills

#### To be a good fit, you will need to:

- Have a passion for technology and its potential to transform businesses
- Be adaptable and thrive in a fast-paced, dynamic environment
- Demonstrate a data-driven approach to decision-making
- Have a growth mindset and commitment to continuous learning
- Be results-oriented with a focus on ROI and measurable outcomes

Kindly take note that the recruitment and selection process will involve **psychometric assessments**.

If you receive no response within 2 weeks after the closing date, your application is unsuccessful.



- Possess strong leadership skills and the ability to inspire and motivate team members
- Show initiative and proactively identify opportunities for improvement
- Be customer-centric, always considering the end-user in marketing strategies

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