

8 REASONS TO JOIN OUR TEAM

1

Great Career Opportunity

We think like a successful start-up that always finds new opportunities to grow and develop our expertise. Our team members love to take on new challenges and seek resources to advance their work and careers.

2

We're smart

With deep innovative talent we succeed in solving complex problems and developing innovative solutions. We don't apologise for being the brightest sparks in the room.

We Win

We dominate our market because we have the best technology in the industry combined with some of the best brains in the world.

3

Remarkable Colleagues

We are team players and enjoy working together. We embrace our diversity and the excellence that accompanies striving beyond the normal. We have fun but never lose focus of our objectives.

4

5

Big Brand Clients

Our technology is used by over 90% of Fortune 500 to help them deliver strategic business value and tangible results.

6

Learning Opportunities

Career development is important. We help you build your skillset by providing in-house training as well as support external training and development.

Global Footprint

We provide opportunities to work with global clients and staff.

7

Amazing Technology & Tools

We have a passion for continuous improvement. New ideas, tools and technology spread through the company fast. We welcome experimentation and encourage risk. This is how some of the best innovations are born

8



Marketing Assistant

We have an awesome opportunity for a talented, creative, driven, out-of-the-box thinker with a passion for all things marketing to join us. Marketing at SurTech is true performance marketing, driven by data, automation, a creative mindset, with a **high attention to detail**. Spend your days assisting with the hands-on implementation of all marketing strategy and company initiatives to achieve targets and key performance indicators.

Reason for vacancy:	New role due to business growth
Reporting to:	Head of Marketing & Demand Generation
Management level of role:	This is not a management role
Working environment & travel:	Exceptionally busy, results driven environment.
Working hours:	08h30 to 17h00

Key deliverables

- General marketing administration: Provide administrative assistance, draft, proofread and check documentation, plan- ahead for recurring events & tasks, compile and edit PowerPoint slide decks.
- Event management: Co-ordinate in-person client events, client webinars, staff/company events.
- Video & photography: Write scripts, film, and edit inhouse videos. Capture the essence of the SurTech culture through photos.
- Event coordination: Plan and arrange in-person client events throughout Africa, online webinars as well as staff events such as company day, year-end party, and other ad hoc events.
- **High attention to detail, has been called OCD in the past:** Triple check all documents and content.
- Website administration: Create, upload, and manage website content.
- Social media management: Content creation and manage content calendar.
- Marketing emails: Create copy and artwork as well as build and distribute digital mailers and automated journeys using [Pardot](#).
- Digital marketing: Roll-out and manage digital marketing activities. Including but not limited to Google Ads, remarketing, PPC, SEO, LinkedIn and Google analytics.
- Marketing reporting: Prepare accurate reports for various traditional & digital marketing campaign's overall performances and provide suggestions for performance improvements.

Technical knowledge, skills & abilities

- Practical experience with a range of traditional and digital marketing techniques and technologies.
- Solid knowledge of digital and social media marketing platforms, especially within the B2B space i.e., Google Ads, LinkedIn, Facebook, Instagram etc
- Proficiency with Microsoft Office software packages, such as Outlook, Word, Excel & PowerPoint

Behavioural, soft competencies & skills

- **Great time management skills with ability to meet deadlines.**
- **Take ownership and accountability for tasks and demonstrate effective self-management.**
- A readiness to work hard.
- Innovative & creative problem solver with a thirst for learning and continually looking for ways to do things better.
- Excellent communication & interpersonal skills.
- Creativity with a focus on results.
- **Highly organised with a good eye for detail. Someone with OCD tendencies will fit in perfectly.**
- Solid understanding of SEO, Google advertising, statistics management, & content creation.
- Highly creative but balanced with excellent analytical abilities.
- Strong copy writing skills and able to write using English business language.
- Basic graphic design knowledge.



Education & qualifications

- Matric certificate
- A Business Degree / certificate in marketing is highly preferable.
- Google certified (preferable)

Details of preferred experience

- At least 1-year **hands-on marketing** experience across digital and traditional marketing.
- Experience with Wordpress, Adobe CS and any mainstream email marketing tool such as Hubspot, Marketo, Pardot, Mailchimp.
- Experience with a customer relationship management (CRM) software, such as [Salesforce](#).
- Basic graphic design experience

What would make the applicant successful in the role?

The position available is an entry level position and opportunities to grow with the company will be determined by work ethic and high-performance level. We are a high-energy, fun-filled company that is committed to achieving our goals. The candidate must be a team player with a readiness to work. They should be an innovative and creative problem solver that is focussed on results and have an inherent desire to be the best of the best. They would be driven by success and the ability to exceed goals and targets and believe in meritocracy. **OCD and high attention to detail is non-negotiable.**

We are committed to employing based solely on MERIT, irrelevant of gender, religion, or race.

For more information, or any questions contact Tamsin Jatho, tamsinj@surtech.co.za

