



## Digital Marketing Specialist

### Background:

African Parks is looking for an experienced, full-time creative and technical **Digital Marketing Specialist** to join its Communications & Marketing division based out of the Johannesburg office in South Africa. The position reports to the Director of Communications & Marketing. The primary purpose of the position is to:

- Play a strategic role within Comms & Marketing to help build and position African Parks' brand on a global scale, and garner support from numerous audiences to help advance conservation work on the ground.
- Create and manage digital-related projects that help build and position African Parks' brand on a global scale, including managing African Parks' numerous websites;
- Garner support from diverse audiences to support the achievement of tangible conservation outcomes.

The role currently includes strategic management and development of our websites and integration with social media, and leveraging our own content and third-party media exposure, social media marketing and advertising, email marketing, marketing analytics, design, branding and visibility.

The position is responsible for delivering effective, aesthetic, on-brand, and on-strategy creative content for websites, web pages, graphics, email marketing and templates, marketing and branding/visibility materials and social media; as well as come up with and deploy disruptive market-relevant ideas.

### Key Responsibilities:

- Manage 3<sup>rd</sup> party website team based in the United States and maintain and update the African Parks websites (English, French and Microsites), including:
  - work with 3<sup>rd</sup> party to optimise sites and improve SEO
  - develop and manage Google AdWords
  - manage Google Analytics
- Work with Director of Comms & Marketing to conceptualise and lay out email marketing for online fundraising campaigns for various lists and audiences, utilizing Mailchimp; and working closely with the Fundraising Department, especially the Individual Giving Growth

Manager to support fundraising objectives and transition online donors from acquisition to cultivation

- Draft social copy and manage African Parks social media channels; executing on integrated social media, web, and digital strategy;
- Help conceptualise and deliver designs for content including Annual Report, Marketing Materials and Merchandise;
- Manage freelance designers to ensure short and long-term deliverables are met;
- Maintain and develop African Parks visual assets, and ensure visual consistency, across all channels and materials;
- Conceptualise and work with Communications Assistant to deliver marketing materials for key events;
- Plan monthly budget for Finance departments;
- Submit monthly reports for key metrics.

### **Minimum Requirements**

- Relevant tertiary qualification, e.g. marketing, communication, media design, digital media
- At least 3 years' digital marketing experience
- Solid understanding of SEO
- Knowledge of media editing software (photos and ideally video)
- Working knowledge of web design principles, best practices, and content management platforms
- Demonstrated ability to execute marketing strategies
- Familiarity with analytical tools such as Google Analytics and Webmaster Tools
- Exceptional communication skills – verbal and written
- Proficient with Microsoft Office
- Highly creative
- Works well within a small, high pressure team environment
- Resilient; innovative and resourceful self starter
- Strong conceptual ability
- High attention to detail
- Drives to achieve high quality, on-time results
- Passion for wildlife conservation with non-profit experience highly desirable

To apply, please send your CV and cover letter to [hadmin@africanparks.org](mailto:hadmin@africanparks.org) by **15 March, 2019**.