

Marketing & Digital Content Creator

The Digital Content Creator (DCC) is responsible for being a content maverick for SprintHive. The DCC is expected to maintain SprintHive's brand integrity using marketing and communications initiatives through and not limited to video and written content.

LOCATION:

Option between JHB or CPT. Office Monday, with the rest of the week being virtual work. Wednesday, is no internal meeting day.

KEY PERFORMANCE AREAS

Content Creations

- Drive all marketing content initiatives to ensure customer engagement, brand consistency and a positive customer experience.
- Edit film video footage to create a coherent and complete targeted message.
- You will be responsible for creating, improving and maintaining content to achieve business goals.
- Your duties will include delivering digital campaigns to raise brand awareness.
- You are expected to determine digital marketing measurement metrics to monitor and report on performance of campaigns.
- Demonstrate creative writing skills and multimedia content development.
- You should perform well under deadline pressure and be detail-oriented.
- Possess the ability to think both creatively and analytically. Your content duties include producing and publishing multimedia content, writing, editing and proofreading, formulating content strategies and managing a content team, among other tasks.
- Collaborate with tech and sales teams to plan and develop site content, style and layout.
- Develop a content calendar and measure performance against the calendar.
- Track web analytics to ascertain content engagement levels.

Web Design

- Design the overall layout and aesthetics of our websites
- Marketing design skills and experience with front-end web design (WordPress, HTML and CSS)
- Create mock-ups of the sites
- Update and maintaining of websites

Social Media

- Knowledge of digital PR and social media marketing with a deep understanding of how to create engaging experiences and articulate them through a multitude of social, digital and mobile channels
- Researching social media trends and inform management of changes that are relevant to the company's marketing activities
- Ability to translate ideas into complete projects
- Create and publish engaging content (Video and Written content e.g. Articles, Social media content plan - Twitter, Facebook, LinkedIn, YouTube and Online Business Publications)
- Collaborate with SEO/SEM specialists to optimise content according to SEO research

EDUCATION

- BA/BCom Digital Marketing, Marketing, PR/Media/Copywriting
- Undergraduate Degree in Media Studies or Video Production
- Diploma or degree in photography, visual communication, information design, graphic design, video production/editing or similar is essential
- Media studies, Public Relations(PR) or Marketing undergraduate

EXPERIENCE

- 1 - 2 Years work experience as a content writer for business
- Solid basics with editing software, including Adobe After effect, final cut Pro X, Avid Media Composer, Lightworks and Premier
- Experience writing in the technology sector for B2B or B2C
- Social media content creation and management
- Web design and development
- Multimedia design
- Graphic Design
- Excellent grammatical accuracy and proofreading skills
- A strong knowledge of best practices on social media platforms (especially Facebook, Instagram, Twitter and YouTube)

ABOUT SPRINTHIVE

SprintHive is a fast growing South African fintech that enables seamless and innovative end-to-end customer onboarding services that drive conversion rates, prevent fraud, reduce risk and costs. It provides automated and easy to implement solutions that fully onboard a new customer in under two minutes. Its customers include enterprises such as Woolworths, FinChoice, RCS, Marquis Finance, Direct Axis and Wesbank. SprintHive is headquartered at Brickfield Canvas in Woodstock, Cape Town and has a presence in Johannesburg.