



## **Marketing Coordinator**

### **Overview of the role:**

ICE Tech is seeking a meticulous and creative Marketing Coordinator to join our Sales and Marketing team. This role is central to maintaining and enhancing ICE Tech's corporate image across all marketing channels, from digital to physical media.

The ideal candidate will have a keen eye for detail, a flair for design, management skills and a strong understanding of brand consistency to ensure all content aligns with our corporate identity. The Marketing Coordinator will manage marketing projects from start to finish, working under the supervision of the Sales Operations and Marketing Manager to plan, execute, and complete marketing campaigns effectively and on time.

Working alongside external consultants and designers, the Marketing Coordinator will oversee the production, quality, and alignment of marketing content. This includes managing social media content developed by external consultants, ensuring it meets brand standards, and coordinating the scheduling and posting of content to maximize engagement.

This role is responsible for refreshing and maintaining company materials to keep them current and aligned with evolving brand strategies, coordinating with contractors for content development, ensuring all deliverables meet deadlines and quality expectations and managing marketing collateral for events and exhibitions, including brochures, banners, team bookings and other promotional items. Additionally, the position will involve supporting the sales team with well-crafted materials that support ICE Tech's market presence and sales initiatives and assisting with reporting on the marketing section of the monthly Sales and Marketing Department Report.

### **Key Responsibilities**

- **Content Management:** Coordinate with external consultants to produce, review, and refine social media, design content, and marketing materials

that align with ICE Tech's corporate image. Actively manage the development, scheduling, and performance of social media content to ensure maximum impact and engagement.

- **Campaign Project Management:** Oversee the planning and execution of marketing campaigns from start to finish under the supervision of the Sales Operations and Marketing Manager. Ensure all campaign elements are delivered on time, meet quality expectations, and align with strategic objectives.
- **Brand Consistency:** Ensure all marketing materials, from digital to physical, adhere to ICE Tech's brand standards and convey a cohesive image across various channels.
- **Presentation Design:** Set up and edit presentations, ensuring they reflect ICE Tech's corporate identity and meet the standards of professional, visually engaging content.
- **Collateral Refresh and Maintenance:** Oversee the refresh of brochures, newsletters, social media posts, and any marketing collateral, both physical and digital, ensuring up-to-date and high-quality material is always available.
- **Exhibition and Event Coordination:** Plan, organize, and manage the marketing aspects of exhibitions and events. Ensure all necessary collateral and team arrangements are prepared and available for a smooth, professional event experience.
- **Sales Support:** Provide support to the sales team by preparing and supplying polished, brand-aligned marketing materials to assist with client-facing activities and sales initiatives.
- **Reporting Assistance:** Assist with compiling and reporting on the marketing section of the monthly Sales and Marketing Department Report, providing insights on campaign performance, website tracking, social media metrics, and other marketing activities.

**Requirements:**

- Bachelor's degree in Marketing, Communications, Design, or a related field.
- 3+ years of experience in marketing content management or a similar role, ideally within a technology-driven environment.
- Strong design sense and attention to detail, with experience managing or creating branded content.
- Proficiency in presentation software (e.g., PowerPoint) and familiarity with design tools (e.g., Adobe Creative Suite) and social media marketing functions (e.g. LinkedIn, WordPress) preferred.
- Knowledge of social media analytics tools (e.g. Semrush) and the ability to interpret performance data to inform strategy.
- Excellent communication and organizational skills, with the ability to manage multiple projects and deadlines.
- Experience coordinating with third-party contractors or consultants.
- Demonstrated ability to maintain brand consistency across a wide range of content and media.
- Analytical and reporting skills, with a strong ability to compile insights from various data sources.
- Adaptability and a proactive approach to staying current with marketing trends and technologies.

**Additional information:**

- Number of positions: One (1)
- Type of role: Permanent.
- Location: Gauteng - Hybrid
- Salary: to be discussed, in line with skills and experience.

If you're passionate about creating content we'd love to hear from you, please send your CV to Keshnee Reddy-Chetty [keshneer@icetech.io](mailto:keshneer@icetech.io).