

Job Description

Job Title: Conferencing & Accommodation Marketing Coordinator

Job Purpose: To carry out marketing, promotion and public relations activities for the C&A Group comprising of ICC, Knowledge Commons, Newton's and Entabeni.

Responsibilities

- Create compelling and engaging annual content for various channels, including website, social media, email newsletters, press releases, and printed materials for the group and report on all marketing activities.
- Coordinate and implement promotions and assist other marketing staff with implementing promotions.
- Ensure, monitor and coordinate consistent brand application and compliance across all marketing and communication materials.
- Assist with other marketing and sales functions as and when required
- Prepare marketing briefs and communicate with creative agencies, graphic designers and other suppliers.
- Assist with sourcing, coordinating, and managing services and products for the C&A business consistency as and when required