

Position Title : Marketing Manager
Position reports to : Senior Manager Business Development
Direct Reports : Brand and Communication, Demand Generation, Product Marketing roles
Office Location : Adapt IT Johannesburg Campus

COMPANY DESCRIPTION

Join one of the leading software businesses with a global footprint covering Africa, Australasia and Europe. Adapt IT Group has seven vertical businesses spread across Financial Services, Manufacturing, Energy, Public Sector, Telecommunications, Hospitality and Education.

The Marketing Manager position is within the Education division, a dominant player in the higher education sector, with a footprint in Europe, Asia Pacific and Africa. Our Pan African strategy has seen the business establish offices in Botswana, Kenya, Mauritius and currently working on establishing a formal presence in West Africa to support our clients in Ghana and other West African countries.

Our rapid growth has seen us extend our presence into the private higher education sector with the acquisition of Strivesoft iCAS product, as well as Wisenet. Globally, the Education business supports close to a thousand clients with student enrolments in the region of two million.

Our growth strategy, supported by innovative cloud solutions delivered through mobile technology platforms, has been enhanced by an international certification of Moodle Learning Management System (LMS) to offer digital teaching and learning solutions across multiple countries in the Africa continent. Our Education business offers digitally enabled software solutions to public and private higher education institutions, as well as corporate sector

Our business is looking for a dynamic and well experienced marketing leader to drive digitised marketing programmes of our education across three streams, namely, Demand Generation, Product Marketing and Brand & Communication.

PURPOSE OF THE POSITION

Adapt IT Education is looking for a Marketing Manager to join us in Johannesburg, South Africa. In this role, you will be responsible for defining and realizing a 360-degree marketing plan for Adapt IT Education, including face-to-face, digital, social, and channel marketing and PR campaigns. This plan will be developed in close cooperation with the regional business leaders and will support Adapt IT Education's growth strategy in Africa. You will work closely with business leaders within Education across Africa, APAC and Europe. You will also be a link with other divisions within Adapt IT, as well as manage consultations with our education user community, including supporting the annual ITS User Group meeting. As part of the Education marketing team, you will be looking closely at the performance of your campaigns and see your direct contribution to the regional and global business. You will work as part of a team of enthusiastic marketers, bringing Adapt IT's unique value proposition, culture, and portfolio to the market.

Primary Responsibilities for the Role

Central to this role is execution of our **Demand Generation** strategy, in support of our Sales/Business Development team, and encompasses the following

- Develop and own the annual marketing plan, following a 360-degree approach, including face-to-face, digital, social, and PR tactics; align the plan with business priorities
- Plan and execute all digital marketing, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our/client social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Supports sales demand generation activities including, cold calling, and creation of mass lead generation campaigns
- Work closely with the Adapt IT business leaders and product owners to align the marketing plan with the wider regional marketing and growth strategy
- Develop a specific set of programs focused on the delivery of marketing campaigns through regional offices and partners
- Actively engage with the user community and partners, and advise them on how to realize successful marketing campaigns in order to generate the required return on investment
- Manage marketing agencies and suppliers and work closely with the business leaders to maximise delivered value and ensure high standards of campaign realisation and content
- Manage local marketing agencies for events, PR, etc.; regularly review agency performance and strategy with business leaders in order to maximise the value delivered to Adapt IT Education's stakeholder management
- Engage closely with business leaders and serve as a trusted adviser for all questions and topics related to marketing, branding, and demand generation
- Ensure the delivery of consistent messaging and brand management throughout all external and internal communications, brand material and collateral

Minimum Qualifications and Experience Required

- 8 years of prior professional experience in marketing and communications, preferably within the information technology (IT) sector
- 3 years Demand Generation experience, preferably in software sales environment
- 5 years extensive experience with the realisation of marketing events and digital campaigns
- 5 years marketing management experience, managing at least a team of 10 people
- 3 years' experience in managing social media tools and platforms including LinkedIn, Facebook.
- 3 year demonstrable experience in a multi-stakeholder environment of internal business leaders and external vendors and customers
- 3 year experience in use of tools such as Salesforce, SAP CRM, etc
- Bachelor's degree in marketing, business or related field. A relevant post-graduate qualification an added advantage

Key Professional and Technical Competencies

- Master Marketing Strategy



Adapt IT
Marketing Manager – Education

- Master Planning and Organising
- Master Negotiation
- Expert Business Writing
- Master Presentation and Interpersonal
- Master Budget Management and reporting
- Advanced Change Management
- Master Communication
- Master Management/ Partnership Marketing
- Master Brand Management
- Master Customer Experience
- Master Digital Marketing
- Master Events Management

Contact Person: [Quraisha Moola](#)
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