



## Marketing Manager

Date: June 2023

Zip Zap Circus School was founded in Cape Town in 1992, to inspire young people and help build a new culture of peaceful coexistence in South Africa. Working with a diverse community of children from all backgrounds, Zip Zap helps kids to 'dare to dream' and learn to make those dreams a reality. Zip Zap's programs are all free to participants, with financial and material support coming from individuals, organisation, corporations and foundations.

Zip Zap seeks to appoint a Marketing Manager to be based in Zip Zap Academy in Salt River, Cape Town.

The incumbent will report directly to the CEO.

Responsibilities include:

### **Communication**

- Development and planning of annual Marketing and Communications, PR, Social Media and Digital strategy
- Implementation of Marketing and Communications Strategy
- Planning and management of Communications shared calendar
- Content writing and SEO copywriting for web
- Oversee content for social media daily, weekly schedules
- Copywriting, proofreading and editing of all materials
- Management and oversight of creation, copy and printing of Annual Report
- Content creation of AGM presentation and communication collateral
- Development and maintenance of the Zip Zap brand through 'Style Guide'
- Quality control of Zip Zap brand / Corporate Identity (CI)
- Reputation management – includes management of content quality
- Maintenance and updating of Zip Zap websites (South Africa, France, and USA)
- Consistent communication and liaison with satellite Zip Zap offices in USA and France to spearhead international campaigns, exposure opportunities
- Developing marketing materials and fundraising tools for USA and France
- Storyboarding and copywriting for all Zip Zap videos (show promotions, programmes, beneficiary stories, documentaries)

### **Shows & events**

- Taking show briefs and interpreting design requirements
- Developing marketing collateral to align with show concept to deadlines

- Generate and implement show marketing and communications plan
- Secure pro-bono media space and generate publicity, and interviews to drive tickets sales
- Evaluating customer research, market conditions, competitor data and implementing marketing plan adjustments as needed.

### **Marketing Media & PR**

- Developing and implementing marketing strategies to meet agreed company public relations and fundraising objectives.
- Represent Zip Zap on all types of media as official spokesperson
- Develop and distribute all media releases for Zip Zap
- Media Liaison and interview scheduling
- Source ongoing opportunities to gain exposure for Zip Zap through integrated media platforms
- Media monitoring, generating media reports and capturing value
- Management of public relations, publicity, and media - creating and maintaining a harmonious, efficient, and service-orientated relationship with Zip Zap's networks and media partners- and/or their representatives.
- Develop and maintain industry-relevant relations with media
- Brand awareness & education: Brand building and alignment
- Building international brand awareness – pre-Zip Zap international tours, shows and events
- Create content plan to leverage off from
- Developing marketing material for USA and France
- Management of the Brand Champion programme, Cause-related marketing partnerships
- CRM system (Salesforce): input contacts and use efficiently
- Work very closely with the Events Manager in serving existing clients, sourcing new clients, earning income and seeking new opportunities and partnerships.
- Design and sales of Zip Zap merchandise

### **Fundraising Support**

- Support fundraising campaigns and generate fundraising tools and other marketing collateral to engage donors.
- Marketing support of all Zip Zap fundraising and special events
- Securing and overseeing management of cause-related marketing campaigns
- Manage campaign trafficking
- Management of Cause-related marketing partnerships

### **Management of team**

- Timeline / time management
- Work allocation
- Management of all in-house design workflow and output
- Management of marketing budget

- Management and development of staff and performance monitoring
- Overall planning and structuring of the department with the development of the policy procedures for purposes of governance.
- Compile the monthly, quarterly, and yearly reports for the CEO and EXCO monthly meetings.
- Attend EXCO and Operations meetings – and ad hoc meeting where Marketing input is required

Requirements:

- Diploma / Degree in Marketing or equivalent
- 5-7 years' experience in overall marketing areas
- Extensive stakeholder relations management experience

To apply submit your application to: Melanie Boltman, [info@zip-zap.org](mailto:info@zip-zap.org) with the following subject line: "Marketing Manager application and your name"

Application should include:

- CV not longer than two pages
- Personal Statement outlining how you meet the essential and desired qualifications.
- A writing sample
- Contact information for three references