

## DUTIES AND RESPONSIBILITIES OF ROLE.

### Role: Marketing & Digital Channel Co-Ordinator

#### Overall Objective of the Role:

To support the marketing leader to ensure an effective and efficient marketing department, including consistent on brand management of all direct to customer communications points (e.g. email, Social Media, etc). The great presentation and timely maintenance of the Yokico website and sales channel is a material objective of this position.

#### Key Role Responsibilities:

- Support the Marketing leader with planned activities and responsibilities as directed. This will include amongst other things, that will change from time to time:
  - Assist in co-ordinating scheduled marketing initiatives with the required stakeholders.
  - Gift Pack & Yo Reward implementation monthly
  - Administration of quotes and invoices relating to marketing collateral required for retail stores.
  - Traffic co-ordination of marketing deliverables via Trello or similar
  - Prepare Marketing reports for distribution.
  - Maintain content on store POS as required (Gift Packs, Quick keys etc)
  - Support the Marketing Leader with day-to-day tasks as directed
- Manage all out-of-store customer and marketing inquiries and requests in a timely, effective and on brand manner across all key communication channels (social media, email, etc).
- The management and co-ordination of the online store, including:
  - Marketing & Campaign – ensure website is presented and aligned in a manner that is consistent with current promotional and product focuses.
  - Content Management - ensure Products and Product Collections are always presented and maintained online in the most commercially optimised (consumer friendly) manner and accurately reflects the Yokico brand's voice and priorities.
  - Ensure the product content generation processes (for copy, photography and video) is both timely and optimised for consumers
  - Analyse and share website reporting so as to further optimise and achieve commercial success and growth
  - Work closely with the product and web fulfilment teams to ensure the webstore always maintains the most compelling product proposition and presentation.
- Support the webstore fulfilment operations in key busy and overflow periods.

#### Job Requirements:

- Strong and confident communication skills (both oral and written)
- Relevant tertiary qualification and/or Matric studies is an advantage
- Minimum of two (2) years experience working within a direct customer service role and industry.
- Exposure to a retail environment would be advantageous
- Experience in business technology applications including Microsoft Office.
- Possess drive, motivation and attention to detail in ensuring that the growth and profitability potential for the Yokico business is captured.
- Competencies required: Well-organised; able to function independently; pro-active; detail oriented and a team player

***Yokico is a designated employer and all positions will be filled in accordance with the Yokico employment equity plan. Important note - if you do not receive a response to your application it has been deemed unsuccessful.***

**APPLICATIONS CLOSE Friday 9<sup>th</sup> February 2024**