

HIRING OPPORTUNITY: MARKETING MANAGER

Position: full-time. **Location:** Cape Town, South Africa. **Start date:** 1 October 2020.

Are you a doer at heart? Do you love all things tech? Is marketing your passion? Then HouseME is for you! HouseME is disrupting the residential rental industry by using technology to make it easier and more affordable to rent, for both landlords and tenants. It is one of South Africa's most promising tech start-ups, and is hiring a marketing manager to help them grow their user base.

What you'll do:

- Manage our affiliate programmes: liaise with partners, project manage campaigns, source creative assets, optimize the campaigns, report on performance
- Manage our referral programme: launch campaigns to promote the programme, recruit referrers, source the creative assets, manage payouts and communications, report on performance
- Manage our direct marketing campaigns: develop compelling campaigns, optimize the campaigns, report on performance
- Manage marketing and PR events: liaise with partners, organize offline and online events, promote the events
- Automation: for every campaign, report, and distribution channel, seek to automate processes as much as possible using marketing software and technology

What you'll need:

- A bachelor degree in marketing, communications, or equivalent.
- 2-5 years' work experience in marketing.
- Experience designing, launching and optimizing various types of marketing campaigns.
- Proficiency in and affinity for the latest technology in marketing and data analytics. Familiarity with Google Analytics, Google Data Studio or equivalent data visualization software, Hubspot or equivalent CRM/marketing automation software, HotJar or equivalent page analytics, Wordpress or equivalent content management system, Mailchimp or equivalent HTML email design software, are a bonus.
- Ability to project manage various projects from start to finish simultaneously is a must. Experience in events management or managing networks of freelancers a bonus.
- Strong written communications skills, and keen attention to detail.
- Autonomy, time management skills, and resourcefulness.
- Ability to perform under pressure, prioritise wisely, and quickly adapt to new responsibilities as we grow.
- A passion for changing the status quo, and have a reason to want to work in a tech startup.

What you'll get:

- An awesome team of like-minded people who are working towards a vision of making rental better for everyone.
- A competitive salary.
- Flexibility to work from home, opportunities to grow within the company, and the chance to work with some well-respected partners in the industry.

To apply, send a CV and motivation letter to hire@house.me by 23/8/2020 12h00.