



## Assistant Brand Manager

### Company overview:

R-Squared Digital South Africa is the South African Partner of adMingle and Social Internet; a company providing Influencer Marketing solution in 15 countries across the Globe. With adMingle's Influencer selections, and Social Internet's proprietary technology offerings, we offer a wholistic digital marketing service.

adMingle enables brands to reach, manage and understand their target audience effectively by having selected micro influencers, bloggers, trendsetters and celebrities create positive organic engagement, thereby increasing their reach, visibility and impact.

The best brand ambassadors for a brand are its satisfied customers, social media followers and employees. Social Internet provides the unique technology to allow them the opportunity to create positive engagement online around brands. To our knowledge, no other technology can transform inactive and active customers and audiences into brand ambassadors. Detailed campaign and customer journey metrics will assist our clients in strategically defining their brand management and strategy, along with driving your market research.

### Job brief

We are looking for a Assistant Brand Manager to help develop and implement effective brand-building strategies. You'll brainstorm ideas to meet sales and marketing objectives, help execute plans and report on campaign results.

In this role, you should be creative and results-oriented. An analytical mind and research skills are essential to this job. If you're also an excellent communicator and team player, we'd like to meet you.

Your goal will be to increase sales and brand awareness through effective marketing plans and campaigns.

### Responsibilities

- Meet with stakeholders to determine brand objectives and strategies
- Research markets and study the company's brand
- Present and execute creative ideas for marketing activities
- Help develop and optimize marketing campaigns (product launching and promotion)
- Coordinate sales, product development and other teams
- Track budgets with an eye towards maximizing gains and reducing costs

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- Analyze industry, competition and market trends
- Prepare reports on brand performance and sales
- Prepare sales presentations, pitch decks and marketing collateral.

### **Requirements**

- Proven experience in a Brand Management position
- Familiarity with latest marketing trends and best practices
- Ability to conduct research and analyze data
- Organizational skills, experience meeting tight deadlines
- Excellent communication and teamwork skills
- Results-driven attitude
- A creative mindset
- BSc/BA in Marketing, Communication, Business or related field; Master's/MBA is a plus
- Experience in creating sales presentations
- A deep understanding of social media trends and marketing.
- Proficient with the main Microsoft Office tools and with Adobe Photoshop.