

COPPERLEAF COUNTRY ESTATE VACANCY

JOB ADVERT	JUNIOR MARKETING, SOCIAL MEDIA AND COMMUNICATION ASSISTANT
Position	Junior Marketing, Social Media and Communications Assistant
Job Overview	<ul style="list-style-type: none"> • The Copperleaf Golf and Country Estate Homeowners Association (HOA) and The Els Club are seeking an enthusiastic and motivated Junior assistant to join our team. • As a Junior assistant, you will play a vital role in supporting our efforts to enhance communication, engage with the community, and promote our offerings through various marketing and social media platforms. • This role will provide valuable opportunity to gain hands-on experience in marketing, social media management, and communication within the context of a prestigious estate community and golf club. • The Estate is looking for an unemployed youth graduate within the marketing and communication space who is also familiar with trends in social media content creations and can communicate a single message to different categories of stakeholders.
Key Performance Areas and Outputs	<ol style="list-style-type: none"> 1. Social Media Management: <ul style="list-style-type: none"> • Assist in creating and curating engaging content for the HOA and The Els Club's social media platforms, including Facebook, Instagram, Twitter, and LinkedIn. • Schedule and post content, ensuring consistency in tone, branding, and messaging. • Monitor and engage with followers, responding to comments and messages. • Monitor analytics and provide regular reports on social media performance. 2. Marketing Support: <ul style="list-style-type: none"> • Assist in developing marketing collateral, including brochures, flyers, and digital materials. • Collaborate with team members to plan and execute marketing campaigns for events, promotions, and membership drives.



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- Help maintain and update the Estate’s website with current information.

3. Communication:

- Support the creation and distribution of newsletters and email campaigns to inform residents and club members about news, events, and updates.
- Collaborate with various departments to gather information and create content that effectively communicates the value of the Estate HOA and The Els Golf Club.

4. Event Assistance:

- Participate in the planning and execution of estate community events, golf tournaments, and special promotions.
- Capture and document event moments through photography and social media coverage.

5. Research and Analysis:

- Conduct market research and competitive analysis to identify opportunities and make recommendations for improvement.

6. Administrative Tasks:

- Perform general administrative tasks to support the smooth operation of the Estate HOA and The Els Club.
- Media traffic and compliance monitoring.

<p>Experience and Qualifications</p>	<ul style="list-style-type: none"> • An NQF level 6 graduate (Diploma or Degree) in Marketing, Communications, Business Administration, Copywriter or a related field. • Strong communication skills, both written and verbal. • Knowledge of social media platforms and trends. • Familiarity with design and content creation tools is a plus. • Photography and/or videography skills (editing skills are a bonus) • Enthusiastic and self-motivated, with a passion for marketing and communication. • Willingness to learn, adapt, and work collaboratively as part of a team. • Attention to detail and organizational skills.
<p>Skills Required</p>	<ul style="list-style-type: none"> • Ability to Speak, Read and Write English. • Ability to work as part of a team. • Self-motivated and high level of initiative. • Attention to detail to details, accuracy, and efficiency in completing tasks.
<p>Other</p>	<ul style="list-style-type: none"> • This role provides the opportunity to work in a dynamic and professional environment, gaining hands-on experience and developing skills in marketing, social media, and communication within the Residential Estate Community and Golf Club Management Association. The candidate will have an opportunity to participate in the relevant bodies that the Estate is associated with in promoting the Estate such as the Association of Residential Communities (ARC), Club Management Association of Southern Africa (CMASA) etc. • If you are eager to contribute, learn, and grow in a supportive and collaborative team, we encourage you to apply.
<p>Term</p>	<p>FTC : 12 – 24 Months</p>
<p>Remuneration</p>	<p>Market-related</p>
<p>Application Deadline</p>	<p>30th May 2024</p>
<p>Starting Date</p>	<p>Immediately</p>
<p>Email CV to</p>	<p>careers@copper-leaf.co.za</p>



17th May 2024



THE ELS CLUB
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If you meet these qualifications and are ready to contribute to the success of our estate, we invite you to apply with your resume and introductory cover letter indicating why you should be considered for this position.

If you have not heard any response from us within two weeks after the closing date, please consider your application unsuccessful.