

Job Summary:

We are seeking a skilled GTM Coordinator who will be responsible for administration of marketing functions, coordination of marketing initiatives and implementation of processes to streamline and support the marketing department. You will be required to manage processes, stock, suppliers, invoices and payments; coordinating and executing campaigns, events and activations; developing content and communications plans; supporting internal growth and operational teams and streamlining processes; and overall support for the marketing and go-to-market functions of the business to help improve the customer experience and result in greater impact to overall revenue and brand equity.

Key Responsibilities:

Marketing Administration & Operations

Oversee the administration of the marketing function across the Merchant Division, including managing licenses, stock, supplier contracts, invoicing, and payment processes. Monitor and reconcile marketing expenditure in line with the allocated budget; provide regular financial reporting.

Implement and manage internal and external marketing workflows and processes to ensure operational efficiency.

Provide general support to the marketing, operations, and growth teams in executing campaigns and initiatives.

Ensure compliance with relevant regulations (e.g., PCI, CPA, POPIA) across all marketing activities.

Supplier & Stock Management

Manage relationships with key suppliers to ensure timely delivery, quality control, and cost-effectiveness in line with brand standards.

Handle procurement, stock control, and distribution of marketing materials and collateral.

Oversee the production process of marketing materials, from concept to delivery.

Campaign & Project Execution

Coordinate and execute marketing campaigns across digital, event, and partner channels.

Support the development and execution of internal initiatives and go-to-market strategies.

Plan, manage, and execute brand activations, exhibitions, conferences, and other events.

Track performance of all marketing campaigns, providing insights and post-campaign reports.

Content & Communications

Develop and maintain content calendars and communication plans aligned to marketing strategies and briefs.

Create, build, and distribute marketing and transactional email campaigns (e.g., via Rocketseed), ensuring timely execution.

Monitor engagement, reach, and performance of all communication campaigns and compile monthly reports.

Assist in content creation, copywriting, and asset briefing for internal and external marketing use.

Creative & Brand Management

Contribute to creative brainstorming and concept development for marketing projects.

Prepare detailed creative briefs; manage review processes including stakeholder approvals and quality control.

Ensure all marketing materials adhere to brand CI and are updated, relevant, and consistent.

Product & Channel Support

Maintain an up-to-date understanding of the Merchant Division's product offerings and assist in creating supporting marketing collateral.

Provide marketing support for internal growth teams, channel partners, and external stakeholders through collateral packs and event coordination.
Collaborate with external partners to develop marketing strategies and initiatives that drive lead generation and sales.

Social Media & Digital Campaigns

Assist in planning and executing digital sales and referral campaigns across group.

Execute weekly marketing emailers (high-ticket and low-ticket), aligned to sales goals and marketing plans.

Collaborate with the marketing team and external partners to develop campaign ideas and content.
Report on campaign performance and assist in content creation and design for digital communications (mainly mailers, WhatsApp broadcasts and Memes).

Go-to-Market Execution:

Drive customer acquisition by coordinating and executing GTM strategies and growth initiatives.
Plan and manage marketing campaigns, content development, and referral campaigns to support business objectives.

Experience:

6+ years marketing and / or operations experience.

Behavioural Competencies Required:

Action orientated
Creative and Innovative
Customer Focus
Ability to motivate others to get results
Ability to work cross functional
Flexibility
Observe and apply company values
Team Player
Proactive
Target driven
Self-starter
Motivated
Attention to detail & quality driven
Assertive
Energetic

Education and Qualifications:

Degree or Diploma (NQF Level 7) in the field of Communications, Public Relations, Marketing, Journalism or related discipline.

Reporting to:

Head of Go-to-Market
Department:
Marketing, Growth

Work Location:

Johannesburg, Bryanston (Work from office)