

FUTUREGROWTH

/ ASSET MANAGEMENT

July 2022

FUTUREGROWTH ASSET MANAGEMENT IS RECRUITING!

We have an exciting opportunity available for a **Marketing Associate** in our Marketing team.

Futuregrowth is committed to transformation. A strong preference will be given to suitably qualified previously disadvantaged candidates.

Futuregrowth is committed to becoming a fully COVID-vaccinated company. A strong preference will be given to COVID-vaccinated candidates.

Marketing Associate

Are you curious, technologically savvy, and passionate about building and protecting brands? Do you have strong communication, organisational and interpersonal skills? Are you a self-starter, detail-oriented and adaptable, with a strong ethical base? Then this position might be for you!

Who is Futuregrowth?

Futuregrowth has been South Africa's leading Fixed Income manager for more than 20 years, with around R193 billion of client assets under management (as at 31 December 2021). We manage a range of fixed interest and development funds and play a leadership role in the asset management industry in South Africa. We are committed to investing our clients' funds in a responsible manner, with the interests of our clients always coming first. Futuregrowth is based in Cape Town and is operating with a hybrid working model: 70% from the office and 30% remotely.

Purpose of position

- To elevate and strengthen the Futuregrowth brand by supporting the delivery of best-in-class content, communication, events and promotional items.
- To stand together with the marketing team to support the business objectives through various marketing activities/tasks.

Key responsibilities of the position

Support our efforts in delivering high-quality, impactful communication

- Organise our email communication efforts:
 - Set-up monthly planning sessions to discuss content/communications coming up and take notes.
 - Coordinate the communication calendar to ensure mailers are sent out timeously.
 - Organise our communication efforts in MS Planner to ensure the communication process is followed and tasks are allocated. Follow up on late tasks where necessary.
 - Organise the creation of communication briefs for all emails.
- Support the coordination of our corporate and crisis communication activities.
- Organise the monthly update of the FG talking points doc (internal).
- Liaise and organise with our service provider to ensure that our quarterly email reporting is delivered.

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Support our efforts in developing purpose-driven content

- Organise our internal and external content efforts:
 - Set-up monthly content planning sessions to brainstorm content ideas and take notes.
 - Organise our content efforts in MS Planner to ensure the content process is followed and tasks are allocated. Follow up on late tasks where necessary.
 - Support our efforts in amplifying our content across all touch points.
- Liaise and organise with our service provider to ensure that our quarterly content reporting is delivered.
- Organise content for monthly rotation on TV at reception.

Assist with the Fund reporting process

- Work closely with the Communication Editor:
- Set-up meetings with relevant stakeholders when necessary; and
- Assist with administrative and any other processes related to the reporting process as and when required.

Deliver high-quality, impactful, memorable events

- Support the events manager to execute all events efficiently, timeously and professionally, and within budget. Assist with post-event analysis, learnings, and reporting.
- Set up strategy and planning meetings, and record minutes/action items.
- Set up action items in MS Planner and follow up to ensure executed.
- Suggest ideas for events/webinars.
- Assist with event/webinar planning, set-up and execution.

Support our website and social media efforts

- Work closely with the website manager to ensure the site is up to date, functioning effectively and efficiently.
- Assist with ad-hoc tasks/projects.
- Back-up for loading content and social media posts.
- Input into social media strategy.

Deliver quality promotional branded items

- Assist in sourcing of reputable suppliers/service providers and quality promotional items. Plan and execute projects according to deadline and in line with budget.
- Gifting (e.g. USBs, pens)
- Clothing
- Annual desk calendar
- Liaison between Business Development and Marketing for client gift distribution. Includes planning, logistics and sourcing supplier.
- Manage sponsorship requests from staff and clients (must be in-line with Reg 28).

Administration support

- Keep inventory of all branded stationery, manage stock levels, keep office cupboard stocked for both Cape Town and Johannesburg (folders, notepads, envelopes, calendar, lanyards etc.)
- Keep reception stocked with relevant marketing collateral and stationery.
- Keep inventory of items in the marketing storeroom. Clean out storeroom once yearly.
- Provide a stationery stock report quarterly.

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Ad-hoc activities

- Organise and manage staff photo shoot – Cape Town and Johannesburg office.
- Assist to manage photo editing process.
- Back-up for organising speaking engagements – set-up scope discussions, capture activities in MS planner, etc.
- Back-up for loading content to the website and manage social media posts.
- Assist with ad-hoc marketing tasks/projects.

Knowledge and experience required

Skills, know-how and experience*

- Understanding of MS Teams/Planner would be advantageous.
- Event management experience will be advantageous, both virtual and in-person.
- Content or communication experience will be advantageous.
- Experience in the financial services industry will be advantageous.

*Should the successful candidate not have the understanding or experience for any one of the above competencies/skills mentioned, he/she/they will be required to do a short course/certification to close the knowledge gap.

Technical/ professional qualifications

- Marketing degree required from an accredited, reputable institution.
- 1- to 2-years' experience in a marketing role preferred, but not a prerequisite.
- Additional learning in events management, content and communication will be advantageous.

Key behaviours and competencies

- Enjoy collaboration;
- Open and receptive to constructive feedback;
- Energised team player (able to easily engage with others in the team);
- Results orientated;
- Always looking to improve things (not just a doing attitude – a thinker!);
- Diligent, hardworking self-starter;
- Strong planning and organisational skills;
- Strong problem-solving skills;
- Strong command of the English language - both verbal and written communication skills;
- High stress tolerance and resilient to challenging situations;
- Strong relationship building skills;
- Attention to detail;
- Adaptability; and
- Curiosity and willingness to learn.

Recruitment process and closing dates

Selected candidates will need to attend a series of competency-based interviews/activities and a psychometric assessment.

Contact details

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