

Marketing Specialist (Johannesburg)



Date: October 2025

A vacancy has arisen in the Marketing, Brand & Communications team for a Marketing Specialist

We are looking to hire a Marketing Specialist who is a creative individual with excellent communication skills

The incumbent will be responsible for a diverse marketing portfolio comprising:

- Ability to thoroughly understand the firm's corporate identity and brand guidelines in ensuring compliance across internal and external facing collateral.
- Maintaining accuracy across all external facing firm collateral.
- Ability to effectively compile marketing related briefs to the digital marketing agency and manage efficient and timeous delivery.
- Uploading and updating of website content and ensuring accuracy is maintained.
- Social media management in terms of drafting and posting of content correctly and timeously, monitoring messages received and keep informed of staff and firm-related news.
- Manage the end-to-end firm newsletter process which entails content collection, proofreading, collating and distribution timeously and accurately.
- Effective maintenance of client newsletter databases.
- Compiling of monthly reports based on website, social media and newsletter analytics and stats.
- Manage and monitor the Enquiries email folder timeously.
- Coordination of professional photos as needed and ensuring these updates are implemented across relevant collateral.

Marketing Specialist (Johannesburg)

Cont...



To be successful in this role we require you to be detail-oriented and have a solid understanding of marketing techniques with a keen interest in providing a consistent brand voice across all marketing activities to specific audiences. Top candidates will exhibit critical thinking skills, strong problem-solving skills, meticulous attention to detail and excellent communication skills.

Academic/Skills

- A degree in Marketing/Communications/Branding
- 4-5 years experience in a similar role

Competencies

- Excellent command over the English language.
- Excellent planning, time management and multi-tasking skills.
- A good understanding of social media and other digital marketing platforms.
- Ability to engage with senior management to assist in generating topical client-facing material and digital marketing initiatives.
- An understanding of target audiences and ability to comprehend the correct tone of voice while writing and editing copy.
- Ability to keep up with general legal and current affairs as well as digital marketing trends to identify, advise on and present relevant ideas.

Should you wish to apply for this position please email your comprehensive CV to:

Sarah O'Brien

sobrien@werksmans.com

011-535 8277