

## **Marketing Coordinator: Omoda**

We are looking for a Marketing Coordinator which will work closely with the Omoda Sales team to ensure daily effectiveness of the overall marketing for Omoda. The candidate will thus, be a key member of the marketing and sales team in ensuring that key outputs are delivered effectively and efficiently.

To be successful in this role, the candidate will assist the Omoda National Sales Manager in all areas of marketing development activities. The candidate will need a creative skillset that enables them to brainstorm new initiatives in efforts to effectively implement marketing strategies that Omoda dealers can implement and execute to increase leads and sales.

Ultimately, the candidate will ensure that their area of responsibility meets and exceeds the expectations of our business objectives and contributes to the company's success in the long run.

### **Responsibilities:**

- ❖ Undertake daily administrative tasks to ensure the functionality and coordination of the department's activities.
- ❖ Be responsible for the timely delivery of different communications, including research material through tracking and feedback activity.
- ❖ Process quotes, invoices, payments and follow ups.
- ❖ You will be an integral part of the development and execution of marketing plans to reach targets from brand awareness to product promotion and quality lead generation.
- ❖ Assist with call centre activities – allocating leads to dealers and coordinate lead system operations.
- ❖ Process dealer network marketing claims and coordinate dealer marketing requirements
- ❖ Support with project and event executions
- ❖ Contribute to marketing initiatives and planning.
- ❖ Support in marketing reporting
- ❖ Support the Brand Manager in developing content for marketing material, create print layouts, give creative input, develop product images, and design promotional tools.

### **Requirements:**

- ❖ Marketing related diploma/ degree
- ❖ 2 - 3 years' experience in a similar role.
- ❖ OEM Experience is highly advantageous.

### **Skills:**

- ❖ Highly creative.
- ❖ Excellent written and verbal communication skills.
- ❖ Ability to manage multiple priorities.
- ❖ Presentation skills and MS Office suite skillset
- ❖ Be able to work under deadlines.
- ❖ Well organized
- ❖ Knowledge of traditional and digital marketing tools.

Send CV to [HRA@chery.co.za](mailto:HRA@chery.co.za) use reference: MC OMODA