

## Crowdfunding ▶ Africa Forward

### GoGetta Marketing Superstar

We're on the hunt for a digital marketing superstar to join our team.

Do you have 5+ years of marketing experience?

Are you extremely savvy and well versed when it comes to digital marketing?

Are you excited to work in a fast growing startup environment?

Are you hungry to be part of the team that's going where other brands haven't, and carving out a new investment class on the African continent?

Ready to level up and put your creative and digital skills where it counts?

If this sounds like you, please get in touch. Read on for more info.

### More about us.

**What we do:** We're an equity-based crowdfunding platform.

We're making it easy and exciting to invest into early stage, high growth businesses in Africa. In other words, we're democratising venture capital on the continent; finding, vetting and listing a collection of investment opportunities for investors to choose from.

**This is just the beginning:** We launched in 2022, have raised over R16m to date, and closed 3 investment campaigns successfully. We've got BIG plans, and if you're the right fit, we'd love you to be part of realising these plans.

**Street cred:** We're backed by Grovest, one of South Africa's largest small-cap fund administrators, with assets under administration of R3.5billion.

### **Life at GoGetta day to day:**

We're accountable and thorough: Taking people's money is serious business.

We're fast and furious: tomorrow is too late.

We're creative and challenging: finding new ideas or reinventing old ones.

We're always learning: New adventures await everyday.

We're looking for someone who shares our work energy and passion.



## Your role

Reporting to the Brand & Marketing Director, and working with the full GoGetta team, you will play a key role in:

- Conceptualising and meticulously executing our marketing campaigns
- Monitoring, evaluating and making recommendations on the back of campaign performance
- Conceptualising and designing brand and marketing collateral
- Working closely with, and managing, agency teams

## **Your skills:**

- Digital marketing experience; specifically across Google ecosystem, the different social media channels, email marketing
- Webflow or Wordpress knowledge is a bonus
- Organised working style
- Top notch verbal & written communication skills
- Strong design eye
- A born flair for creative marketing ideas
- High level of attention to detail
- Multi-tasking in a deadline-driven environment
- Always keeping an eye on global best practice, competitor activity and emerging trends

## **More detail:**

Below is some of what your diary will include its brand building, digital strategy and campaign optimisation:

- Conceptualising and executing the annual marketing plan
- Creating and tracking marketing budgets
- Living the brand across all touchpoints
- Working with third parties (agencies, entrepreneurs, scouts and others)
- Writing and managing newsletters, mailers, general communications
- Building a meaningful and highly engaged social following
- Managing all social media and analytics, in line with marketing plans

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- Growing the crowd, and an engaged investor database
  - Conceptualising, planning and hosting marketing events
  - Managing and improving lead generation campaigns and measuring results
  - Overseeing and/or executing the design and production of all branded materials and marketing campaigns
  - Content calendar conceptualisation, planning, execution and monitoring
  - Great internal comms to ensure that the team is kept in the loop.
  - Effective marketing performance reporting.

**Education and skills:**

- Degree in Marketing
- Pro at Microsoft Office (Microsoft Excel, Microsoft Word and Microsoft PowerPoint)
- Obsessed with creating beautiful design either using Canva and/or Indesign
- Video editing experience a plus
- Track record in growing and managing social media platforms (TikTok, LinkedIn, Instagram, Facebook, X, Youtube)

Our offices are in Sandton and it's a full-time office-based gig. If this job spec reads like it was written just for you, email us on [hello@gogetta.africa](mailto:hello@gogetta.africa).

We look forward to meeting you!