

## Marketing Coordinator

The Marketing Coordinator will support the Group Marketing Manager in implementing marketing strategies across Grovest's diverse portfolio of brands, including Grovest, Twelve B, Rencell, Fraudcheck, MeTTa, Sunstone, WDB Growth Fund, and GoGetta.

### Requirements:

- Bachelor's degree in marketing, or a related field
- 5+ years of marketing experience, with a focus on strategic marketing initiatives
- Proven track record in developing and executing marketing campaigns
- Strong understanding of digital marketing channels and strategies
- Proficiency in marketing analytics and performance measurement
- Excellent project management and organisational skills
- Strong written and verbal communication abilities
- Proficiency in Canva/other design tools
- Ability to work effectively in a collaborative, fast-paced environment
- Ability to work with multiple brands and teams

### Typical Activities include:

Taking a proactive position on building the brands in the market;

- Coordinating marketing campaigns with sales activities.
- Planning and implementing promotional campaigns.
- Managing and improving lead generation campaigns and measuring and reporting on results.
- Monitoring and reporting on effectiveness of marketing communications.
- Tracking the marketing budget.
- Overseeing the website as an education and lead generation portal.
- Planning and hosting marketing and sales events (in-person, online)
- Brand management and corporate identity (ensuring on brand)

- Collaborating with and overseeing agencies and partners.
- Continuously analyse and report on competitor activities, market trends, and customer insights.
- Develop, execute, and report on targeted email marketing campaigns across multiple brands
- Ensure all marketing efforts are aligned.
- On brand messaging
- Maintaining effective internal communications to ensure that all relevant parties are kept informed of marketing objectives.
- Design skills and capabilities is a bonus

### **Key performance areas:**

- Contribute to brand growth and market positioning by actively working to increase brand awareness and visibility for Grovest and its portfolio of brands.
- Demonstrate creativity and innovation in marketing approaches
- Bringing fresh, innovative ideas to marketing campaigns
- Maintain high-quality standards for marketing materials and attention to detail
- Effectively track and report on marketing campaign performance
- Support the Group Marketing Manager in achieving strategic marketing objectives

### **Professional development:**

- Amazing exposure to the alternative investment landscape
- Strong mentoring and growth opportunities in a supportive environment

**Location:** Sandton, Johannesburg (on-site)



## What you can expect from the company:

Grovest, a pioneering force in South Africa's financial sector, leading the way in Section 12J and Section 12B funds. With over R3.6 billion in assets under administration, Grovest makes high-growth alternative investments accessible to a broader range of investors, traditionally reserved for family offices and high-net-worth individuals. Through innovative fund structures and transparent reporting, we empower retail investors with unique opportunities for superior returns and diversification in private equity, venture capital, and other alternative assets.

At Grovest, we foster an entrepreneurial spirit and thrive in a fast-paced environment that offers substantial growth, continuous learning, and proactive problem-solving. We're committed to an investor-first mindset and driven by a vision to reshape the financial landscape. If you're ready to make a meaningful impact and grow with us, we'd love to hear from you.

**To apply for a position, email [info@grovest.co.za](mailto:info@grovest.co.za) with an introductory letter and your updated CV.**

