



Job Description – Marketing Administrator

Company: IBC SOLAR South Africa (Pty) Ltd.
Location: South Africa (Cape Town)
Position: Full time

Introduction

IBC SOLAR is a leading global solutions and services provider for photovoltaics and energy storage. Since 1982 the family-owned and operated company group offers complete solutions for power production and storage from solar energy. IBC SOLAR provides their clients with the entire spectrum, from planning, designing, distribution and services up to the turnkey supply of photovoltaic installations in certain markets.

The IBC SOLAR subsidiary in Cape Town has been operating in South Africa since 2017. The scope of the local business activities is being an integrated solar systems and services provider by distributing PV system and storage solutions and components to an installer network in Southern Africa with a high service level.

To strengthen and enhance our position in the market we are looking for a Marketing Administrator.

Responsibilities

- Customer relation data & newsletter management in the corresponding mail software.
- Online shop administration in front- and back-end plus interfacing with the ERP software in cooperation with the Marketing and Content Creator.
- Customer data administration in the company's ERP software.
- Social media posting, monitoring engagement and back-end administration.
- Website content administration in cooperation with the Marketing and Content Creator.
- Gathering statistics on online activities and reporting.
- Contribute to marketing campaigns and creative ideas to engage with our customers
- Inputs to public relations and updating the PR contacts
- Support marketing & content creator with tasks in the ERP system and other platform.
- Assist with various office duties and administrative tasks.
- Assist with event management, including contacting suppliers for merch, booking venues, ordering give-aways, etc.
- Overseeing the end client lead management by monitoring the progress made by the technical team and following up with the clients.

Qualifications

- Marketing or Business Administration Degree/Diploma
- Excellent written and verbal communication skills required
- Excellent English skills, Afrikaans is an asset
- Willingness to work in a fast-paced, customer facing environment
- Ability to organize, prioritize and effectively multi-task daily and meet deadlines
- Assertive, confident and clear communicator – via e-mail, phone and face-to-face
- Proficient with desktop applications such as Windows & Office. ERP System Knowledge is an asset
- Knowledge and experience in the solar field is an asset
- Valid state driver's license is an asset

Benefits

- Receive training on IBC SOLAR product portfolio and inner workings
- Gain knowledge on marketing in the solar industry
- Adequate remuneration
- Career path opportunities for top performance