



**Job title:** Marketing Manager

**Location:** Woodstock, Cape Town, Western Cape

**Employment:** Part-time, Monday to Friday  
9am – 1pm

**Salary:** R4,000 per month

**Job description:**

The Marketing Manager is responsible for writing and coordination of sponsorship proposals and funding applications, all marketing, media relations and social media activities.

The position is part-time.

They will report to the Executive and/or Assistant Director.

- Develop marketing strategy of the company based on knowledge of establishment objectives, market characteristics, and artistic vision.
- Develop an annual marketing plan that details the year's activity to meet agreed company objectives
- Implement a marketing plan, aimed on achieving strategic objectives, in collaboration with the Executive Director and Assistant Director.
- Coordinate and evaluate the marketing function.
- Manage company's partnership relationships: business, media, suppliers, arts and culture.
- Achieve frequent, timely and positive media coverage across all available media.
- Conduct market research in order to identify requirements for current and future projects.
- Develop and oversee annual and project marketing budgets.
- Develop and recommend pricing strategy for the company and its projects
- Generate new revenue streams
- Ensure effective control of marketing results and that corrective action takes place

How to apply:

Email [admin@ikapadancetheatre.co.za](mailto:admin@ikapadancetheatre.co.za) with your CV and a covering letter.