



the world's most beautiful marathon

PO Box 2276
Clareinch, 7740

15 Torrens Road
Ottery, 7800

Tel: +27 87 742 0210
Fax: +27 86 644 3428

info@twooceansmarathon.org.za | www.twooceansmarathon.org.za

VACANCY: CONTENT PRODUCER

BACKGROUND:

The Two Oceans Marathon, known as the world's most beautiful marathon, takes place every year in Cape Town over the Easter Weekend. The first race was held in 1970 with 26 local runners lining up. Today the event attracts over 30 000 local and international running enthusiasts participating in a range of distances and engaging with the brand in many related activities and forums throughout the year. We are seeking a creative and innovative **CONTENT PRODUCER** to drive our journey as a leading, customer-focused organisation in the global marathon and major international events environment.

Audience: Running Community, Strategic Partners, Sponsors, Media, Local, National and International sports community.

<p>JOB OBJECTIVE</p>	<p>Manage TOM's Content strategy, aimed at telling TOM's brand stories, driving TOM online community growth and engagement and create, produce, design content for all of TOM's print, electronic and digital communications.</p>
<p>DUTIES & RESPONSIBILITIES</p>	<p>Reporting to the Head of Marketing, Communications & Sponsorship, the CONTENT PRODUCER is expected to deliver the following:</p> <p>CONTENT DEVELOPMENT</p> <ul style="list-style-type: none"> • Develop and execute TOM's content and communications management strategy • Develop unique, exciting and relevant content for TOM's marketing and communication channels, including TOM's website, social media, online/digital marketing platforms as it relates to our audience. • Collaborate with internal and external partners/parties to leverage current and relevant marketing channels to engage with the TOM audience • Curate and create content for TOM's communication channels and collaborate with other content /creative teams on various campaigns event-related campaigns. • Develop and execute content driven campaigns to drive audience engagement • Oversee the day to day communications activities as it pertains to marketing and partnership programmes. • Work with Customer Experience Manager and Marketing & Brand Manager to develop communication templates in line with brand guidelines and best-practices.

Directors:

Dr DM Maralack (Chairperson) | Mr RK Maharage (Vice-Chairperson) | Mr H Berman | Mr LH Cameron | Mr CR Goldschmidt | Mr AF Gouws | Mr KJ Harlock
Mr TA Jobson | Mr S Lewis | Ms KA Mc Quaide | Ms C Peters | Mr WC Swartbooi

Registration No. 2008/024732/08
PBO No. 930032372

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COMMUNICATION

- Create TOM content (write, design, produce) and manage the implementation and distribution of approved content across multiple and relevant platforms.
- Support relevant partner/sponsor communications, ensuring the TOM brand and voice is suitably represented across all platforms
- Drive and manage overall the communications plan for TOM, including, but not limited to the following:
 - Day-to-day communications planning and implementation;
 - Manage a daily, weekly and monthly communications calendar to positively engage with our audience;
 - Pre-empt any negative sentiments with a proactive communications plan;
 - Develop content as required, incorporating relevant information derived from internal departments;
 - Write and edit copy for traditional, print, online, digital and social media, as well as an corporate communication, as needed;
 - Engage with media across all platforms and pitch positive news and stories about the TOM brand

Ensure campaigns are optimised for deliverability and engagement.

MEDIA MONITORING AND REPORTING

- Monitor social space for brand, relevant topics, and conversations
- Identify relevant trends, monitor, and encourage online discussion in order to interact with the online community
- Monitor and report on media coverage of the TOM brand, events and other activities.

CUSTOMER INSIGHTS AND ANALYSIS

- Develop benchmark metrics to measure the results of social media programs along with best practices for content marketing strategies
- Analyse and evaluate content campaigns and report on effectiveness as well as social listening

Analyse audience data and formulate campaigns to enhance the runner journey and inform / influence business and marketing teams on ways to enhance/ elevate our communications and operational performance

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<p>REQUIRED SKILLS, ATTRIBUTES AND EXPERIENCE</p>	<p>RELEVANT EXPERIENCE At least 5 – 7 years' experience in a similar environment, with at least 4 years in a content production/digital media and communications role.</p> <p>SKILLS AND CAPABILITIES</p> <ul style="list-style-type: none"> • Content Production, Media and Communications and Project management skills; • Excellent written and oral communication skills; • Passionate story-teller with excellent written and oral communication skills; • Strong content development, copy editing and copywriting skills that resonates with a multi-national and multi-cultural audience; • Expert copywriting skills that will maintain the TOM brand tone of voice • Experience working with multi-media platforms and working with creative and media agencies; • Comfortable with exploring new media platforms and fluent in leveraging digital channels; • Creative Design capability, as well as photo and video production skills; • Comfortable with exploring new mediums and platform and fluent in leveraging digital channels; • Photoshop and basic design skills, developing video and photography content an added advantage; • Experience in developing and delivering digital campaigns. <p>ATTRIBUTES</p> <ul style="list-style-type: none"> • Thrives in a dynamic and integrated team environment; • Ability to ideate and innovate in a fast-paced 365 environment; • Interest in sport, and experience in the major sports events environment; • Professional demeanor and ability to interact with variety of individuals and organisations; • Attention to detail and the ability to manage priorities; • Can-do attitude and willingness to roll up sleeves and work hard to tight deadlines; • Strong leadership and initiative, and thrives on collaborating; • Focused on achieving measurable goals.
<p>REMUNERATION</p>	<p>Market-related package commensurate with experience.</p>
<p>APPLICATION REQUIREMENTS</p>	<p>Applications, including a Cover Letter and Comprehensive CV and/or Portfolio of Evidence, to be sent via email to debra@twooceansmarathon.org.za by no later than 17:00 on Friday 31 August 2018.</p>

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