

MARKETING MANAGER & BRAND CUSTODIAN

Location: Cape Town Northern Suburbs (On-site)

The Role: The Architect of the 24hrMedia Experience

24hrMedia is a fast-paced, tech-driven printing powerhouse in Cape Town. We are looking for a creative, high-energy Marketing Manager to lead our brand into its next phase. You aren't just managing a brand; you are building a visual experience that spans from our digital showroom to the physical walls of our boardroom.

While our Graphic Designers handle complex technical layouts, you are the Creative Director who dreams up the vision, briefs the team, and ensures every touchpoint of 24hrMedia looks world-class.

Key Responsibilities:

- **Physical Brand Management:** You own the "walk-in" experience. You'll ensure our physical premises branding is pristine and keep our Boardroom/Showroom updated with the latest and most impressive print samples.
- **Multimedia Content Production:** Act as our in-house content creator. You'll capture high-quality photos and videos of our high-tech machines in action and finished products to create engaging Reels, TikToks, and LinkedIn updates.
- **Website Showroom:** Manage our website to ensure our digital portfolio is fresh, visually stunning, and optimized to generate high-quality B2B leads.
- **Strategy & Concept Design:** Conceptualize all marketing campaigns. You'll use tools like Canva for day-to-day social media assets and internal tools, while briefing the Graphic Design team on more complex projects.
- **Social Media & Copywriting:** Own the 24hrMedia voice. Write punchy, professional copy and manage all social platforms to keep our audience engaged.
- **Internal Branding:** Maintain and update our "sales toolkit"—price lists, digital catalogs, and pitch decks.

What We Are Looking For:

- **The Curator's Eye:** You notice the details. You take pride in making sure our office and samples look perfect for every client visit.
- **Content Hustle:** You're comfortable picking up a phone or camera to document the "magic" happening on the production floor.
- **Tech Literacy:** * Essential: Mastery of Canva and Social Media platforms.
- **Advantageous:** Familiarity with Adobe Illustrator or Photoshop (to better collaborate with our design team).
- **Web:** Experience managing a CMS (WordPress) to keep a portfolio looking sharp.
- **Industry Savvy:** Experience in print, media, or signage is a major plus. You should understand the "wow factor" of a great print job.
- **Communication:** Exceptional English writing skills. You need to turn technical specs into exciting marketing stories.

Why Join 24hrMedia?

We offer a high-speed, creative environment where you have the autonomy to shape the brand. If you love seeing your ideas go from a digital concept to a massive physical installation in our own building, this is the role for you.

How to Apply:

Show us your brand of "magic." Please submit:

- Your CV.
- A Portfolio (Show us Canva designs, social media content, or spaces you've branded).

Apply via email to: info@24media.co.za | Subject Line: Marketing Manager Application – [Your Name]



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