



Job Title: Marketing & Sales Assistant

Location: South Africa

Job Type: Full-Time

Reports To: Sales & Marketing Manager

Job Summary: We are seeking a motivated and detail-oriented Marketing & Sales Assistant to support our Sales team in promoting our specialized electro-mechanical services and enhancing brand visibility. The Marketing Assistant will assist in developing and executing marketing strategies, conducting market research, managing digital content, and providing administrative support to ensure the smooth operation of the department. This role is ideal for a creative and organized individual eager to contribute to a dynamic, industry-leading company.

Key Responsibilities:

- **Campaign Support:** Assist in planning, executing, and tracking marketing campaigns to promote LH Marthinusen's services, including digital, print, and event-based initiatives.
- **Market Research:** Conduct research on industry trends, competitor activities, and client needs within the electro-mechanical and engineering sectors, compiling data into actionable reports.
- **Content Creation:** Help develop marketing materials such as brochures, press releases, social media posts, and website content that highlight our repair and manufacturing expertise.
- **Digital Marketing:** Manage and update social media accounts (e.g., LinkedIn) and assist with website content updates to increase online engagement and brand awareness.
- **Event Coordination:** Support the organization of promotional events, trade shows, and client workshops, including logistics, material preparation, and post-event follow-up.
- **Administrative Duties:** Perform daily tasks such as maintaining customer databases, Co-ordinating with internal teams (e.g., Sales, Commercial) and Customers with the view of expediting outstanding purchase orders & payments.
- **Corporate Identity:** Update & maintain the Division CI document and monitor conformance throughout the Division, both to the LHM CI as well as the ACTOM CI.

A division of ACTOM (Pty) Ltd

Registration Number: 2008/001863/07

Chairman: MA Mthethwa

Group Chief Executive Officer: M Naidoo

Divisional Chief Executive Officer: D. Sullivan

Directors:

Executive: M Naidoo, D Lubbe, EA Van Wyngaardt

S. Chauke, (MLE Augonnet* - Alternate to S Chauke)

Non-Executive: C Kula, N Mohamed, S Ntswayi

* French

338 Main Reef Road, Denver, 2094

Tel: +27 (0)11 615-6722, Fax: +27 (0)11 616-6808

www.lhm.co.za

Qualifications and Skills:

- **Education:** The ideal qualification is a Degree/Diploma in Marketing– or similar. However, due to the unique nature of the repairs and services industry – and in particular, this position - experience is of equal or greater importance than qualifications. This allows relevant successful experience to supersede the required qualifications.
- **Experience:** Minimum of 2 years of experience in marketing, administration, or a related role
- **Technical Skills:** Proficiency in Microsoft Office (Word, Excel, PowerPoint) and familiarity with digital tools (e.g., CRM software, Google Analytics, or content management systems)
- **Communication:** Strong written and verbal communication skills, with the ability to create clear, professional marketing content
- **Organization:** Excellent time management and multitasking abilities, with a keen eye for detail.
- **Creativity:** Ability to contribute innovative ideas to marketing strategies and materials.
- **Teamwork:** A collaborative mindset with the flexibility to work independently or as part of a team.
- **Industry Knowledge:** Basic understanding of electro-mechanical engineering or industrial services is advantageous but not required.

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