

# Mzansi Skills Hub

## Job Advertisement: Junior Marketing Analyst



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### Job Title: Junior Marketing Analyst

As we expand at Mzansi Skills Hub, we're seeking a Junior Marketing Analyst to support our online presence, engage with our audience, and promote our offerings.

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### Key Responsibilities:

- Data Analysis: Proficiency in Microsoft Excel (pivot tables, VLOOKUP) and basic statistical concepts.
  - Tools and Software: Familiarity with Google Analytics, Tableau, or other data visualization and reporting tools.
  - Marketing Platforms: Understanding of digital marketing channels, especially social media, email marketing, and SEO.
  - Data Management: Basic knowledge of SQL or other data management tools can be an asset
  - Strong quantitative skills to interpret data trends and metrics.
  - Ability to gather and process large amounts of information and present findings in a clear, actionable way.
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### Qualifications:

- Currently pursuing or recently completed a degree or diploma in Marketing, Digital Media, Communications, or a related field.
  - Familiarity with social media platforms (Facebook, Twitter, Instagram, LinkedIn) and digital marketing tools.
  - Strong communication skills, creativity, and attention to detail.
  - Basic knowledge of design software (Canva, Adobe Photoshop, etc.) and content management systems (WordPress).
  - Analytical mindset and interest in using data to improve marketing strategies.
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### Preferred Skills:

- At least 1 year of work experience on a similar role.
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- Understanding of SEO, Google Analytics, and basic HTML/CSS is a plus.
  - Prior experience with content creation or managing social media pages.
  - Knowledge of CRM or email marketing software (Mailchimp, HubSpot).
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**Additional Information:**

- **Duration:** 1 year (with a possibility of extension based on performance).
- **Location:** Remote
- **Equipment and Internet Requirements:** Candidates must have access to their own laptop and a reliable, stable internet connection.

Interested candidates should send their CVs to [cv@mzanziskillshub.co.za](mailto:cv@mzanziskillshub.co.za) by **10<sup>th</sup> October 2024**.