



POSITION AVAILABLE	CAMPAIGN COORDINATOR	DEPARTMENT	Operations
		LOCATION	Durban
REPORTING TO	CAMPAIGN MANAGER	Year	2025
EDUCATIONAL QUALIFICATIONS & EXPERIENCE	<ul style="list-style-type: none"> • A bachelor's degree in marketing or communication is a must. • Several years' related job experience may be strongly preferred. • Be a critical thinker with strong problem-solving skills. • Exceptional project management and communications skills are essential. • Have proven experience of managing B2B and B2C campaigns. • Understand current marketing trends. • The ability to successfully manage multiple campaigns running at the same time. 		
PRIMARY PURPOSE	Represent INDAYI advertising products and execute sales plans in assigned accounts to achieve sales targets. Develop and manage business relationships with all clients including (but not limited to) product managers, marketing managers, directors, agency personnel and distributors to continually influence the sale and market growth of INDAYI products. Continuously assess customer needs and requirements while providing input to the forecasting cycle. Responsible for running and promoting the campaign locally in the agency, and also have the opportunity to participate in training, develop and execute your campaign plan, coordinate events, make presentations, and distribute materials.		
KEY RESPONSIBILITIES	<ul style="list-style-type: none"> • Conceptualizing creative interactive concepts and compiling PowerPoint proposals, excel costing and marketing strategies for below-the-line promotional activity • Accompanying Sales Representatives to receive briefs where possible • Promotional Project Management of entire campaigns • Preparation and management of Campaign Payment Schedules • Preparation and distribution of Promotions Briefs and Procedure Document • Overseeing the training and briefing of Event/Activation Managers and Team Leaders, where necessary, prior to promotion in accordance with the Promotions Briefing and Procedure Document • Sending and receiving of promotional promotion collateral via courier where required • Compilation of interim and final reports to client and/or agency • Ensuring staff payment schedules are accurately compiled by Events Managers • Submission of Payment Authorisation Requests to Promotions Coordinator and Promotions Administrator for staff and supplier payments • Submission of profit analysis information to Operations Manager • Client liaison on promotional site visits • Promotional Project Management of entire campaign • Supplier screening, negotiation and management • Assisting in the sourcing and procurement of promotion collateral, MCs, artists, performers etc 		



	<ul style="list-style-type: none"> • Liaising with all suppliers / clients pertaining to each promotion • Use key market insights to assist the team in securing new clients and to establish a loyal following with current clients • Site reces and inspections where necessary • Quality photographic reporting of each campaign • Completing and submitting concise post-promotion reports • Profit margin protection when producing proposals • Preparing of feedback and ensuring good quality pictures • Assigning work, monitoring progress, resolving problems, troubleshooting and ensuring things happen. • Consistent communication with customers regarding expectations, clear understanding of the project and deliverables. • Assisting in the development of project reports, status metrics and communication of said items. • Eagerness to cross train in various office administrative functions • Managing adhoc promotional expenditure for promotions and submitting all source documents to Management • Stock control of promotional inventory in your region and other regions • Approving of payment spreadsheet from Activation Coordinator • Preparing of campaign budget and able to protect the profit • Monthly reporting of all activations and business-related activities to the Head of Marketing & CEO • Brainstorm with the team • Budgeting of all relevant activations and reporting thereof to Finance Manager • Respond positively to client briefs and turn around
SKILLS & KNOWLEDGE	<ul style="list-style-type: none"> • You will have solid planning skills, set and implement deadlines • Deadline Driven – Circumstances may change but deadlines don't. You need to be ready to change and edit your plans to make sure that deadlines are met no matter what. • Clued up about Every team member JD-Clear understanding of everyone's role, how their function and responsibilities impact the production flow • Be persuasive be the one who inspire and motivate through positive reinforcement. • Detail Oriented – Doesn't let even the tiniest element slip unnoticed through the cracks. • Confident – Your decisions have a direct and measurable impact on the output of the entire company. While caution and consideration are important watchwords, there isn't always time for indecision and deliberation. You need to identify the best course of action and take it. <p>Multitasking – Various brands, briefs, and projects will all be progressing simultaneously at different points of completion. You need to not only keep all of these in your head but be able to adapt to change with one at the drop of a hat without upsetting the other.</p>

- Join INDAYI as our Campaign Coordinator and shape our brand identity, engage with customers, and contribute to our growth.
- To apply, please submit your resume, via email only to careers@indayi.com
- Closing Date: **25 September 2025**

