



Conservation Marketing Manager

Division: Singita Conservation | Based: Singita Offices, Cape Town

We are seeking a passionate and skilled Marketing Manager with experience in the communication of conservation and community development initiatives, to join our Conservation team. This position will drive the awareness and support for our conservation and community partnerships and will be responsible for developing and implementing marketing and communication strategies to raise awareness of the Singita Lowveld Trust and other group-wide conservation initiatives, and promote our projects, engage partners, donors, guests and the broader tourism, hospitality, and conservation community. This role requires an independent and creative self-starter who is results-driven, with a deep understanding of marketing principles and experience in the non-profit or conservation sector.

Key Responsibilities

FUNDRAISING STRATEGY AND PLANNING

- Establish clear fundraising targets (alongside the SLT team) aligned with goals and projects.
- Identify priority areas for fundraising efforts based on needs and project requirements.
- Develop a comprehensive annual fundraising plan and communication strategy that outlines key focus areas and channels.

FUNDRAISING OPPORTUNITIES

- Identify and explore fundraising opportunities across various avenues, including Singita guests, social media communities, independent donors, and corporate sponsorships.
- Create tailored strategies to engage different donor segments effectively.

TRAINING AND SUPPORT

- Train on-ground staff to effectively communicate SLT's mission, key projects and fundraising needs when engaging with interested parties.
- Provide ongoing support and guidance to staff members involved in fundraising activities.

PROJECT MARKETING OBJECTIVES

- Establish specific marketing objectives for each project to ensure clarity and focus in fundraising efforts.
- Align marketing objectives with the overall goals.

COMMUNICATION PLAN

- Develop a comprehensive annual communication plan that aligns with the annual fundraising focus areas and requirements.
- Ensure that all marketing and communication materials are brand-aligned and effectively convey the brand message.
- Establish and manage a monthly/quarterly communication calendar and ensure that all communication deadlines are met.

AD HOC FUNDRAISING CAMPAIGNS

- Create and implement ad hoc fundraising campaigns whenever there is an urgent need for additional funds or support.
- Collaborate with the Singita marketing team to design compelling campaigns.



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Key Responsibilities

WEBSITE MANAGEMENT, SOCIAL MEDIA MANAGEMENT AND PR STRATEGY

- Conduct a full audit of the SLT and Singita website and ensure that all information is up to date, relevant, and effectively communicated.
- Work with Singita's PR and Social Media Managers to establish an effective PR and Social Media strategy to highlight newsworthy content and achievements continuously.

COPYWRITING AND BRAND NARRATIVE

- Take responsibility for all copy requirements of Singita Lowveld Trust, including fundraising materials, website content, press releases, donor reports, and other communication materials.
- Play an integral role in building and refining the brand narrative.

TEAM COORDINATION

- Coordinate with the Singita marketing team and other relevant stakeholders to ensure the effective implementation of the brand strategy.
- Foster a collaborative and cohesive work environment.
- Take on strong accountability in driving the delivery of this strategy.

REPORTING

- Provide timeous reporting on marketing campaigns and fundraising goals.
- Ensure internal and external stakeholders are abreast of marketing and fundraising activities and goals.

Qualifications and Skills

- Bachelor's degree in Marketing or Communications.
- Proven experience in communication, fundraising and marketing roles, preferably in the non-profit or conservation sector.
- Strong understanding of fundraising strategies, donor engagement, and brand building.
- Excellent communication and copywriting skills.
- Ability to analyse data and make data-driven decisions.
- Project management and organisational skills.
- Proficiency in digital marketing and social media platforms.
- Passion for conservation and community development.