



Marketing Executive: PR

CAPE TOWN, SOUTH AFRICA

The Marketing Executive: PR is a curious, driven, and globally minded emerging marketer with a passion for storytelling, purpose-led tourism, and relationship building. This role supports the Global PR, Media, and Reputation function, providing coordination, research, and communication support across Singita's international network of journalists, agencies, and creative collaborators.

This individual will work closely with the Storytelling & Reputation Manager to help deliver Singita's global media strategy. This includes coordinating journalist visits, managing media assets and requests, supporting events, and assisting in the execution of brand storytelling initiatives. The role combines administrative excellence with creative curiosity, offering significant opportunities to learn and grow within a dynamic marketing team.

Tone & Culture Fit

Organisation is a form of care. This role is for someone with fresh energy and quiet confidence, as comfortable drafting a media note as planning a hosted trip. Curious about the world and respectful of culture, you are inspired by purpose-driven storytelling and thrive in an environment that values creativity, connection, and care.

You balance discipline with imagination meticulous in organisation yet open and adaptive in how they learn and engage. You thrive on organisation and facilitation, bringing clarity to moving parts and ensuring things flow seamlessly behind the scenes. Proactive and solutions-oriented, they find joy in both the detail and the bigger picture.

Key Responsibilities

- Support the execution of global PR, media, and reputation strategies.
- Coordinate journalist itineraries, press trips, and internal communications logistics.
- Maintain press databases, track media coverage, and assist with reporting.
- Support the development of media kits, press releases, and content briefs.
- Assist in managing agency relationships and coordinating deliverables.
- Conduct research and assist with writing for risk and reputation moments, including background preparation and briefing.
- Contribute to Singita's storytelling initiatives from idea generation to execution.
- Close collaboration with internal teams aligning them to the brand narrative.
- Stay ahead of trends in traditional and digital media.

The Ideal Candidate

- Early career marketing or communications professional with 1-3 years' experience in PR, media, or brand marketing.
- Passionate about purpose-driven brands, luxury travel, and conservation.
- Naturally curious, organised, and proactive with an eye for detail and a love for storytelling.
- Enjoys building connections and thrives in a collaborative, relationship-focused environment.
- Displays optimism, eagerness to learn, and a strong sense of professionalism.

To apply email your CV to SMCcareers@singita.com or visit:

www.singita.com/about/careers