



MARKETING AND DIGITAL ENGAGEMENT SPECIALIST

ROLE PROFILE

Job Title	Marketing and Digital Engagement Specialist	Reporting To	CEO
Employee Name		Job Grade	
Department	Marketing	Location	SADA Head Office, Park Town
Contract Type	Permanent	Average Hours Per Week	40 hours per week

This is the role profile in a normalized situation, and it recognizes only the core responsibilities

A. OVERVIEW AND PURPOSE OF THE ROLE

The purpose of the Marketing and Digital Engagement Specialist role is to oversee and manage SADA’s marketing, communication, branding, and digital engagement functions in order to strengthen the Association’s visibility, relevance, stakeholder engagement, and member value proposition.

The role is responsible for the planning, coordination, implementation, and optimisation of integrated marketing and communication activities across digital and traditional platforms. This includes responsibility for digital marketing campaigns, social media management, website coordination, content development, member communication, public awareness initiatives, and promotional activities aligned to SADA’s strategic objectives.

The incumbent serves as the operational lead for marketing and digital engagement within the organisation and is responsible for ensuring a professional, modern, and consistent organisational presence across all communication and engagement platforms.

The role further supports membership growth, event promotion, stakeholder communication, advocacy initiatives, educational activities, sponsorship visibility, and commercial partnerships through strategic and targeted marketing activities.

Through innovative communication and audience engagement strategies, the role contributes toward positioning SADA as the leading professional oral healthcare association in South Africa.

B. ROLE AND RESPONSIBILITIES
<ul style="list-style-type: none"> • Develop and implement marketing and communication plans aligned to SADA’s strategic objectives.
<ul style="list-style-type: none"> • Support and maintain the SADA brand identity across all communication and engagement platforms.
<ul style="list-style-type: none"> • Develop and implement marketing and communication plans aligned to SADA’s strategic objectives.
<ul style="list-style-type: none"> • Coordinate and implement marketing campaigns relating to: <ul style="list-style-type: none"> ○ Membership recruitment and retention; ○ Congresses and events; ○ Educational activities; ○ Advocacy and public awareness campaigns; ○ Sponsorship and commercial initiatives.
<ul style="list-style-type: none"> • Develop promotional strategies to improve stakeholder engagement and organisational visibility.
<ul style="list-style-type: none"> • Monitor marketing trends and emerging digital engagement opportunities relevant to the organisation.
C. DIGITAL MARKETING AND ONLINE ENGAGEMENT
<ul style="list-style-type: none"> • Manage SADA’s digital marketing and online engagement activities across all digital platforms.
<ul style="list-style-type: none"> • Oversee and coordinate: <ul style="list-style-type: none"> ○ Social media platforms; ○ Website content and updates; ○ Email marketing campaigns; ○ Digital newsletters; ○ Webinar promotions; ○ Online advertising and campaigns.
<ul style="list-style-type: none"> • Develop and manage digital content calendars and audience engagement plans.
<ul style="list-style-type: none"> • Monitor digital analytics, engagement metrics, and campaign performance and provide regular reports and recommendations.
<ul style="list-style-type: none"> • Drive innovation and continuous improvement in digital communication and engagement strategies.
<ul style="list-style-type: none"> • Ensure consistency, quality, and professionalism across all digital communication platforms.
D. COMMUNICATION AND CONTENT DEVELOPMENT
<ul style="list-style-type: none"> • Develop, coordinate, and distribute communication material, including: <ul style="list-style-type: none"> ○ Member communication; ○ Marketing campaigns; ○ Social media content; ○ Promotional material; ○ Newsletters; ○ Media communication; ○ Event communication; ○ Video and multimedia content.
<ul style="list-style-type: none"> • Coordinate communication support for SADA departments, committees, branches, and strategic initiatives.
<ul style="list-style-type: none"> • Assist with the preparation of presentations, promotional campaigns, publications, and stakeholder communication material.
<ul style="list-style-type: none"> • Support leadership communication and strategic messaging where required.

E. STAKEHOLDER AND COMMERCIAL SUPPORT	
<ul style="list-style-type: none"> • Coordinate marketing support for sponsors, exhibitors, strategic partners, and commercial stakeholders. 	
<ul style="list-style-type: none"> • Assist with stakeholder engagement campaigns and promotional partnerships. 	
<ul style="list-style-type: none"> • Liaise with external service providers, designers, digital consultants, printers, agencies, and media partners where applicable. 	
<ul style="list-style-type: none"> • Assist with public awareness campaigns and oral health promotion initiatives. 	
F. OPERATIONAL AND ADMINISTRATIVE RESPONSIBILITIES	
<ul style="list-style-type: none"> • Manage marketing schedules, campaign timelines, and communication calendars. 	
<ul style="list-style-type: none"> • Monitor marketing expenditure and assist with budget tracking where required. 	
<ul style="list-style-type: none"> • Ensure compliance with organisational communication standards, POPIA requirements, and professional branding guidelines. 	
<ul style="list-style-type: none"> • Prepare regular marketing, digital engagement, and communication reports for management. 	
<ul style="list-style-type: none"> • Support organisational projects and ad hoc strategic initiatives aligned to SADA objectives. 	
G. QUALIFICATIONS AND EDUCATIONAL REQUIREMENTS	
QUALIFICATIONS	<ul style="list-style-type: none"> • Bachelor’s degree or diploma in Marketing, Digital Marketing, Communications, Media, Public Relations, or a related field. • Advanced understanding of digital marketing platforms, social media strategy, online engagement, and communication tools. • Proficiency in MS Office applications and digital communication systems. • Knowledge of website content management systems (CMS), email marketing tools, webinar platforms, and digital analytics systems. • Graphic design, multimedia, or content creation experience will be advantageous.
SKILLS REQUIREMENTS	<ul style="list-style-type: none"> • Strong marketing and digital communication capability. • Excellent written and verbal communication skills. • Strong social media and digital engagement skills. • Creative thinking and campaign development capability. • Strong organisational and project coordination skills. • Ability to manage multiple campaigns and deadlines simultaneously. • Stakeholder engagement and relationship management capability. • Analytical and reporting capability. • Attention to detail and brand consistency. • Ability to work independently and proactively. • Ability to operate effectively within a professional and fast-paced environment.
H. EXPERIENCE REQUIREMENTS	
<ul style="list-style-type: none"> • Strong marketing and digital communication capability. 	
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I. EXPERIENCE REQUIREMENTS
<ul style="list-style-type: none">• Minimum of 3–5 years' experience in marketing, communications, or digital engagement.
<ul style="list-style-type: none">• Demonstrated experience managing digital marketing campaigns and social media platforms.
<ul style="list-style-type: none">• Experience with website management, email marketing, digital communication systems, and online engagement tools.
<ul style="list-style-type: none">• Experience in content development, branding, and stakeholder communication.
<ul style="list-style-type: none">• Experience within a professional association, membership organisation, healthcare environment, or corporate communication setting will be advantageous.
<ul style="list-style-type: none">• Experience coordinating external service providers, agencies, or media suppliers will be advantageous.