



Vacancy: Marketing Lead Consultant (1 Year Contract)

Are you eager to drive significant change in the educational and holistic well-being of children from under-resourced communities in South Africa?
We prepare our graduates to achieve upward economic mobility , demonstrate good citizenship and become empowered to identify and realise their goals, dreams, and human potential by providing full scholarships at no cost to students from underprivileged communities. Our commitment extends over a 19-year period, encompassing a comprehensive, high-quality educational experience that adheres to national standards.

Christel House has established a global network of fourteen schools providing education from Grade RR to 12. Among these, our Cape Town centre, launched in 2002, stands as the first of potentially more Christel Houses to be established in Africa. This pioneer institution currently impacts twenty local communities by providing an all-encompassing 19-year educational journey. Our focus is on nurturing strong ethical values and providing a plethora of supportive services, which include professional health care, balanced meals, psychosocial counseling, and family assistance.

About the position: The Marketing Lead Consultant incumbent plans, coordinates and delivers integrated marketing, communications, partnership and brand projects that strengthen Christel House South Africa's reputation, stakeholder engagement and fundraising outcomes. The role translates organisational priorities into clear campaigns and workplans, manages delivery from brief through evaluation, and ensures that internal stakeholders, agencies, suppliers and partner channels work together effectively.
While reporting into the HOD Marketing and Fundraising , this is a hands-on leadership role for an experienced marketing generalist who can combine sound judgement and strong project management with practical capability across campaigns, digital and email marketing, content, brand management, events, media and corporate partnerships.

KEY RESPONSIBILITIES:
REQUIREMENTS & SKILLS

- Relevant tertiary qualification in **Marketing, Communications, Project Management, Business** or a related field.
- **7+ years' progressively responsible experience** in marketing, communications, agency, nonprofit or a fast-paced environment.
- Proven experience leading integrated campaigns and managing multiple projects from brief to completion.
- Experience managing agencies, suppliers, creative professionals and marketing budgets.
- Strong knowledge of digital marketing, social media, email marketing, websites, CRM/database platforms, content and analytics.
- Excellent copywriting, editing and proofreading skills; knowledge of Canva or similar design tools.
- Strong project management, prioritisation and organisational skills.
- Excellent written and verbal communication skills.
- A proactive, hands-on and pragmatic approach, with the ability to work effectively under pressure.
- Strong attention to detail, quality assurance and brand consistency.
- Sound commercial awareness and responsible budget management.
- Commitment to ethical storytelling, data protection, safeguarding and CHSA's mission and values.

DUTIES AND RESPONSIBILITIES

- Lead marketing, and awareness projects from planning and briefing through to execution and evaluation.
- Develop integrated project plans with clear objectives, audiences, messaging, timelines, budgets, responsibilities and KPIs.
- Manage multiple projects and priorities while monitoring dependencies and deadlines.
- Working with the Digital Marketing and Social Media Coordinator, plan and deliver integrated campaigns across digital, social media, email, website, PR, paid media, events and partner channels.
- Align marketing activities with fundraising priorities, donor engagement and corporate partnership objectives. .
- Support donor acquisition, monthly giving, legacy giving, appeals, events and corporate engagement campaigns.
- Build and maintain effective relationships with media partners, sponsors, pro bono partners, agencies and key stakeholders.
- Identify opportunities for media exposure, partnerships, sponsorships and value-added services.
- Manage agencies and suppliers, including briefs, quotations, timelines, deliverables, approvals, budgets and quality control.
- Working with the Digital Marketing and Social Media Coordinator, oversee CHSA's website, social media, email marketing and digital campaign platforms, including audience segmentation and performance tracking.
- Oversee digital marketing activities such as paid social, search, display and retargeting campaigns.
- Act as the custodian of the CHSA brand, ensuring consistent messaging, visual identity and quality across all communications.
- Develop, write and edit high-quality content for campaigns, donor communications, publications, websites and marketing materials.
- Lead marketing and communications activities for key events, donor engagements, launches, awareness initiatives and workplace activations.
- Manage marketing , procurement, purchase requisitions, quotations, invoices and expenditure tracking to ensure value for money.
- Prepare regular performance reports and maintain accurate project, campaign, budget and supporting documentation.
- Provide direction, briefs and feedback to the Digital Marketing Coordinator and coordinate the work of external contributors.
- Coordinate key annual initiatives, including At a Glance, the Annual Report, admissions and school-expansion campaigns, Mandela Day, learner initiatives, corporate events and fundraising campaigns.
- Work collaboratively across leadership, fundraising, programmes, services and school teams to ensure marketing priorities support organisational goals.

Application Process: Closing Date for Applications is 30th October 2026
Please send your CV, a cover letter and evidence of your credentials to The HOD Marketing and Fundraising at recruit@sa.christelhouse.org. **Ensure the subject line reads "MARKETING LEAD CONSULTANT ".**

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