



WE ARE HIRING

May 2022

Marketing Assistant

LOCATION: Paarl, South Africa

Sun World International is a California-based agriculture and technology firm engaged in fruit variety development, technology, intellectual property, and licensing business. Technology and IP pursuits include one of the world's leading fruit breeding/genetics programs, a broad-based portfolio of plant patents and trademarks and investments in agriculture technology start-ups benefiting its global licensees. Licensing consists of sharing new proprietary stone fruit and table grape varieties, and the IP they comprise, with like-minded fruit growers and marketers in more than 15 countries around the world. The Company prizes creativity, innovation, and an entrepreneurial spirit. Its people strive for excellence by demonstrating leadership, passion, kindness, authenticity, courage, initiative, and curiosity.

ABOUT THE MARKETING DEPARTMENT

The marketing department is responsible for promoting Sun World's corporate, stone fruit and table grape brands while strengthening the relationships with its stakeholders primarily through enhanced communications.

ABOUT THE OPPORTUNITY

The Marketing Assistant will be responsible for assisting the Marketing Manager with marketing-related activities to promote Sun World's variety development, licensing business, and varietal brands globally while strengthening the relationships with its stakeholders primarily through enhanced communications.

REPORTS TO: Marketing Manager

WORK WITH: Sun World Marketing, Licensing Team, Breeding Team, etc.

HOURS: Full-time for 6 months, 40 hours/week, Monday-Friday.

Address: 5701 Truxtun Avenue, Suite 200, Bakersfield, California 93309 USA

www.Sun-World.com

RESPONSIBILITIES:

Branding

- Strengthen the relationships with stakeholders primarily through enhanced and valuable communications.
- Assist with the planning, executing and promoting of international events.
- Design layout ideas, identify ways to improve and maintain website content.
- Capture and edit photo and video content
- Design graphics including social media content, advertisements, illustrations, invitations, and more.
- With the help of the Marketing Manager, plan and manage Sun World's social media platforms.
- Provide internal branding support to Sun World staff – presentations, flyers, calendars, photos.
- Develop newsletter and press releases

Administrative

- Effectively manage daily administrative tasks
- Process invoicing and payments for marketing activities and monitor monthly expenses.
- Conduct monthly and yearly reports summarizing the performance of Sun World's marketing efforts.
- Assist with organizing, executing, and summarizing feedback received from Sun World's stakeholders.
- Respond to incoming customer inquiries.
- Communicate and identify potential vendors for the marketing department.

PROFESSIONAL SKILLS & QUALIFICATIONS:

- Bachelor's degree in Marketing or related field.
- Strong written and verbal communication skills.
- Ability to function on Microsoft Office
- Strong design skills using Adobe Illustrator, InDesign, Photoshop, Canva, Mailchimp, and SurveyMonkey.
- Basic skills in photography and videography
- Adequate knowledge of website development and data analysis.
- Familiarity with social media platforms and a good understanding of the latest marketing trends and techniques
- Outstanding multitasking abilities.
- Be able to take initiative with a positive attitude.

PHYSICAL DEMANDS:

The Marketing Assistant is regularly required to sit, use hands-to-finger, handle controls, and talk and hear. The employee is required to stand, walk, and stop. The employee must regularly lift and move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus, as well as work with a computer monitor and in the field. The Marketing Assistant may be required to travel domestically and internationally.

For more information or to apply please send your resume to djoubert@sun-world.com