



Job Title: Junior/Mid-Level Marketer

Company: FarmRanger

Location: Stellenbosch, Western Cape

About Us:

[FarmRanger](#) is at the forefront of livestock protection, offering advanced livestock security collars designed to safeguard farmers' livestock against stock theft and predation. Our collars provide instant alarm notifications during incidents, live GPS tracking during an alarm, and innovative geofencing functionality.

With over 8,000 active units and more than 3 million animals under our protection across South Africa we are proud to be the market leader in this space. Based in Stellenbosch, our small, passionate team is dedicated to protecting farmers' livelihoods. We believe in balancing hard work with a fun and supportive team culture, including regular hikes, cycling adventures, and braais.

Roles and Responsibilities:

- Design digital content for social media, website landing pages, email headers, videos, and other marketing materials.
- Coordinate with graphic designers to create additional collateral such as print advertisements, flyers, banners, and in-store displays.
- Assist in planning, managing, and attending events.
- Manage social media platforms, including content creation, copywriting, posting, and engaging with followers.
- Communicate with clients through email, SMS, and WhatsApp campaigns.
- Assist in the planning and execution of integrated digital marketing campaigns, including email, Facebook, Google Ads, and more.
- Provide operational and administrative support, including printing collateral, arranging event travel and accommodation, and maintaining print advertisement calendars.

Requirements:

- Bachelor's degree in marketing or a related field, or 1+ years of experience in a marketing role.

- Proficiency in Canva or similar basic design software.
- Strong time management skills with the ability to prioritize tasks and work under pressure.
- Adaptability to handle multiple tasks effectively.
- Excellent communication skills, with a patient and proactive approach to assisting others.
- Ability to work collaboratively in a team environment.
- Strong written and verbal communication skills.
- Fluency in both Afrikaans and English.
- Strong interpersonal skills.

Preferred Qualifications:

- 1+ years of experience in a marketing role.
- Knowledge of Adobe Illustrator and Photoshop.
- Familiarity with Facebook/Meta advertising, Google Ads, and other digital advertising platforms.
- Understanding of the agricultural sector, including experience with farming activities.
- Residency in or around Stellenbosch, Western Cape.

Application:

If you believe you're a great fit for this role, please send your CV to Johann de Swardt at info@etse.co.za.