



PRIVATE GAME RESERVE (PTY) LTD.

CONTENT CREATOR /SOCIAL MEDIA MARKETER / VIDEOGRAPHER

We love creatives that know how to build an audience in resourceful and inspiring ways!

Are you an Insta-feind? An unabashed Tik Tokker? Or great at creating stunning videos and imagery, or both? Do you know the ins-and-outs of social media and are a great communicator? Do you love the outdoors and are actively in favour of animal conservation? Then maybe this is for you...

We are searching for someone who's passionate about writing, recording and sharing the experiences that focuses on merging the world of conservation and tourism while living and working out in the bushveld of South Africa. As part of your journey, you will be required to support and develop our brand through go-to-market strategy, organic viral content creation; write, produce and edit short films that speaks to our online audience, driving brand awareness worldwide and be the primary contact in the online community.

This is a full-time opportunity for successful candidates to build and manage.

WHAT YOU'LL DO:

- Design and implement social media strategy to align with business goals on your platforms of interest: Youtube, Instagram/FB, TikTok, Twitter, TripAdvisor, Google and / or other tourism based platforms.
- Perform research on current benchmark trends and audience preferences
- Set specific objectives and report on ROI
- Create, edit, publish and share engaging content daily (e.g. original text, photos, videos and newsletters)
- Collaborate with other teams, like business and marketing development, and Graphic Design to ensure brand consistency
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media accounts' design and rollout
- Suggest and implement new features to develop brand awareness, like promotions and competitions, other possibilities
- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Research relevant industry experts, competitors, target audience, and users
- Brainstorm new, creative approaches to campaigns
- On occasion you will help with hosting, and guest interactions etc.

Mapesu Private Game Reserve (Pty) Ltd.
Farm Breslau 2, PR135/4, Musina, Limpopo Province, 0900
P O Box 837, Musina, Limpopo Province, 0900
www.mapesu.com

Reg. Nr. 2014 / 053343 / 07
QJ Knipping (Director) / Piet Viljoen (Director)



YOU'LL BE A GOOD FIT IF:

- You have a deep familiarity with some social medias: TikTok, Instagram (Stories, Reels, TV), Twitter, YouTube, Facebook, TripAdvisor etc. and are always thinking about your next post, story or tweet.
- You value research. This includes (but isn't limited to) competitor research and finding and understanding the latest social media trends, understanding the ins-and-outs of the tourism and conservation industry, and more. You also understand that at times the best inspiration can be drawn from the most unlikely places.
- You believe a strong social media presence can revolutionize a brand. At Mapesu we believe social media is fundamental to creating a strong brand in today's world.

WHAT WE'RE LOOKING FOR:

- ✓ Passionate about creative viral content (text, image and video)
- ✓ Excellent communication skills with exceptional writing skills and is crafty at content creation
- ✓ Excellent at taking pictures, recording, creating and editing videos using related programs.
- ✓ Excellent computer skills, particularly in relation to presentations, spreadsheets, email management, and Microsoft Office applications
- ✓ Highly extrovert, proactive, and outgoing individual.
- ✓ Passionate about exploring and loves nature
- ✓ Must be team-oriented, cooperative, and have a collaborative personality
- ✓ Must be a strong, self-started adept at independent problem-solving
- ✓ Ability to multi-task and be flexible in changing environment
- ✓ Graphic design skills a plus
- ✓ Mailchimp or other platform for mailing skills a plus
- ✓ Effective time management skills
- ✓ Ability to interact and effectively communicate with senior management, shareholders, customers and external media.
- ✓ Great attention to details
- ✓ Good working knowledge of SEO, Google analytics and fundamentals for campaigns
- ✓ Strong ability for spotting opportunities where public perception can be influenced, engaging with an audience

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Education: Minimum of a bachelor's degree in Marketing, Communications, Journalism, Public Relations, or related degree / or +3 years related experience

Job Types: Full-time, Live-in

Pay: Negotiable, depending on experience

Work Location: Mapesu Private Game Reserve

Company's website: www.mopanebushlodge.com / www.mapesu.com

Submit your resume by email bookings@mopanebushlodge.com Remote interview process may follow.

The Mapesu Private Game Reserve began in 2014 through Shared Universe, a group of people wanting to make a determined effort toward the conservation of the natural ecosystem in northern South Africa. The 7,220 hectare reserve is located adjacent to the UNESCO World Heritage Site at Mapungubwe National Park and is focused on rewilding the region and the introduction of endangered species. It is also home to the Mopane Bush Lodge; a 4 star luxury lodge and restaurant and the Mapesu Wilderness Camp, ideal for glamping and camping and offers ability for conferences. For more information visit our associated websites: www.mopanebushlodge.com / www.mapesu.com / www.shareduniverseafrica.com / www.shareduniversefoundation.org

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