Brand and Content Coordinator – Vacancy

Core Education is a forward-thinking organisation dedicated to delivering high quality, innovative schooling solutions across South Africa. As we continue to expand and enhance our impact, **we are seeking** a talented and detail-oriented **Brand and Content Coordinator** to join our marketing team across our **Core Education Schools** network.

Title: Brand and Content Coordinator
Employment type: Full Time, hybrid
Location: Pretoria, South Africa

About the Role
Lead content creation, brand management, and creative design initiatives across our school network, ensuring consistent brand identity and high-quality communication materials. This role involves comprehensive content oversight, from copywriting and editing to basic design work and back-end website management, supporting our marketing objectives while maintaining brand excellence across all touchpoints.

Key Responsibilities
Content Creation & Management
- Handle all copywriting and content editing for marketing materials, websites, and School communications before final approval
- Optimise and edit content across all school websites and digital platforms
- Copy-edit and approve all School communications
- Create compelling copy for social media, newsletters, brochures, and promotional materials
- Maintain content calendars and ensure timely delivery of all written materials

Brand Management & Guidelines
- Oversee and maintain brand identity and guidelines across all Core Education Schools
- Ensure brand consistency across all marketing materials and communications
- Monitor external design work for brand compliance before final approval
- Develop and update brand standards documentation and templates

Creative Design & Visual Content
- Execute basic design work using CANVA for all schools in the network
- Create social media designs, school posters, banners, and promotional materials
- Make design amendments to existing templates and open design files
- Design and rollout standardised materials such as email signatures and templates
- Support primary designer by handling capacity overflow and simple design tasks

Website Management & Digital Content
- Perform back-end website changes including minor edits, content updates & banner uploads
- Manage WordPress (or other content management systems)
- Ensure website content is current, accurate, and optimised for user experience
- Coordinate website updates across multiple school sites

Quality Assurance & Brand Compliance

- Review all marketing materials for accuracy, consistency, and brand alignment
- Maintain high attention to detail across all deliverables
- Provide creative direction and feedback on external design work
- Ensure all communications meet Core Education's quality standards

Required Skills & Competencies

- Exceptional writing, editing, and proofreading abilities
- Strong visual design sense and creative problem-solving skills
- Proficiency in content management systems, particularly WordPress
- Advanced CANVA skills with ability to create professional designs
- Basic design direction and content creation capabilities
- Brand management and guideline implementation experience
- High attention to detail and accuracy in all work
- Strong organisational and project management abilities
- Ability to work independently while collaborating effectively with teams
- Understanding of digital marketing and social media best practices
- Creative thinking with ability to adapt to different school brand personalities
- Time management skills to handle multiple projects simultaneously

Qualifications and experience

- Bachelor's degree in Marketing, Communications, Journalism, or similar field
- Minimum 2-3 years' experience in content creation, copywriting, or brand management
- Experience in educational sector or working with multiple brands (preferred)
- Advanced CANVA design capabilities
- Basic knowledge of Adobe InDesign or similar professional design software (preferred)
- Portfolio demonstrating writing samples and basic design work
- Proven track record of maintaining brand consistency across multiple projects
- Proficiency in WordPress or other CMS platforms
- Experience with website content management and basic technical updates
- Understanding of web design principles and user experience
- File management and version control skills

Applications:

To apply, please **submit your CV and portfolio** to Faiza Mallick at **fmallick@coreeducation.co.za** by **4 July 2025**. Please note: Only shortlisted candidates will be contacted.

*CORE Education makes appointments within the context of its transformation imperatives and aligns itself with the POPI Act.

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