



# Vacancy

Dynamic Fluid Control, a local manufacturer of valves, has a unique and diversified portfolio of products catering for the mineral processing, power generation, water and affluent markets. We have a strong strategic approach towards active participation in global markets.

The following position has become available at DFC:

**POSITION:** Marketing Coordinator (Permanent) #DFC04082025  
**LOCATION:** Benoni  
**REPORTING TO:** Marketing Manager

**JOB SUMMARY STATEMENT:** We are seeking a dynamic and detail-oriented Marketing Coordinator to support the development and execution of marketing strategies for our valve manufacturing company. The role involves coordinating marketing activities across South Africa and supporting global subsidiaries to ensure brand consistency, lead generation, and market growth. This role requires strong organizational skills, leadership, and the ability to multitask in a fast-paced environment.

## **KEY PERFORMANCE AREAS (DUTIES & RESPONSIBILITIES):**

- **Coordinate Product Launches and Campaigns**  
Manage the rollout of new products and marketing campaigns, ensuring timely execution and consistent messaging across all regions.
- **Manage Digital Marketing Activities**  
Oversee website updates, SEO efforts, email marketing, and social media content to enhance online visibility and engagement.
- **Create and Maintain Marketing Materials**  
Develop brochures, datasheets, presentations, and other collateral that effectively communicate product value and brand identity.
- **Organize Trade Shows and Events**  
Plan and coordinate participation in industry trade shows, exhibitions, webinars, and customer events, including logistics and promotional materials.
- **Conduct Market Research**  
Gather and analyze market data to identify trends, customer needs, and competitive positioning, providing insights to inform marketing strategies.
- **Monitor and Report on Campaign Performance**  
Track marketing activities and report on key performance indicators (KPIs), campaign ROI, and lead generation metrics.
- **Collaborate with Internal and Global Teams**  
Work closely with sales, engineering, and product teams, as well as international subsidiaries, to ensure cohesive marketing efforts and support localized initiatives.
- **Maintain Marketing Databases and CRM Systems**  
Keep marketing databases and CRM platforms up to date, ensuring accurate tracking of customer interactions and campaign effectiveness.
- **Ensure Brand Consistency**  
Uphold brand standards across all marketing channels and materials, maintaining a unified brand image globally.

**ACADEMIC QUALIFICATIONS:**

- Bachelor's degree in Marketing, Communications, Civil/Mechanical Engineering or a related field (preferred).
- Experience working with international teams or subsidiaries is a plus.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.

**EXPERIENCE:**

- 2–4 years of experience in B2B marketing, preferably in industrial or manufacturing sectors.

**KNOWLEDGE, SKILLS & ABILITIES:**

- Proficiency in Microsoft Office Suite, Adobe Creative Suite, and CRM tools (e.g., HubSpot, Salesforce).
- Familiarity with digital marketing platforms (Google Ads, LinkedIn, Mailchimp).
- Strong organizational and project management skills.

**CLOSING DATE: 18 August 2025**

Please note we have a DFC recruitment mailbox. Kindly send your detailed CV to the following email address:

[recruitment@dfc.co.za](mailto:recruitment@dfc.co.za)

*In line with our commitment to transformation, suitable qualified candidates from previously disadvantaged groups will be given preference.*

*While the company's recruitment policy stipulates that all positions will be advertised, provision is also made for appointments to be made in accordance with the company's succession planning strategy and practice when filling vacancies*