

LGC Africa 2023 Social Media and Comms Assistant 2023

Lareine Gold Consulting is a specialist Africa focussed consultancy committed to advising and supporting independent professional services firms particularly law firms and internal legal teams within corporations and governments.

We work with clients interested in accessing and leveraging the wealth of marketing and business development techniques and processes that have made high-growth global professional service firms successful in winning invaluable work and retaining profitable client relationships.

With a primary focus on firms in the legal, accountancy, IT, real estate and financial services sector, we work with clients to develop sustainable marketing and business development frameworks whilst increasing revenue streams and cultivating profitable client relationships.

Our passion is service excellence and our organisation's mandate is to equip independent African professional service firms with vital marketing and business development tools and best practices.

The objective is to ensure our clients retain their business identity and independence whilst successfully advancing locally and on the international stage.

In addition to the core LGC Africa business, the company also markets an online make-up and beauty brand called Cipria Makeup by Lareine and a professional association for African corporate counsel (Africa Corporate and Government Counsel Forum). The role encompasses all aspects of the LGC Africa business although the primary focus will be the consulting practice.



Position Overview & Responsibilities:

We are currently recruiting an enthusiastic Africa-based, hardworking and creative professional to assist us in our delivery of service excellence to clients. The role will appeal to candidates who are organized, proficient in social media marketing, committed to client service excellence and who have a genuine interest in African professional services. The successful candidate must have strong organizational skills, be able to work under pressure and manage multiple deadlines. The successful candidate will be expected to participate in a range of activities including:

Marketing Campaigns

- Assisting with marketing campaigns which use the full marketing mix to raise and maintain awareness of our products and services;
- Helping to devise and develop marketing plans in order to strengthen existing relationships and build new client opportunities;
- Working on all aspects of campaign content and logistics (i.e. client surveys, target client lists, visuals and aesthetics);
- Drafting and designing marketing materials (i.e. event invitations, social media posts, newsletters etc)

Research and analysis and proposal writing

- Undertaking market research and identifying useful online materials and resources
- Effectively using research tools to explore and analyse clients, business trends, hot sectors and markets;
- Drafting, editing, proofreading and otherwise administering pitches, proposals and marketing collateral
- Supporting surveys, including devising, administering, collating and analysing survey results and other related data.

Corporate communications

- Helping to ensure that all marketing communications channels are exploited to convey consistent messages about all products, services and related businesses.
- Supporting all LGC Africa social media accounts including for our related businesses.
- Developing new prospects and interacting with existing customers to increase cross-selling avenues.
- Maintaining our various websites by ensuring content is kept up to date;
- Ensuring our on and offline marketing collateral is visually compliant i.e. correct use of brands, hashtags etc

Administrative support

- Supporting with all internal admin processes, such as diary management, maintaining and updating of central distribution lists on Mailchimp
- Attending work-in-progress calls/zoom calls; and
- Any other admin duties as requested.

Job Requirements

We are looking for an experienced individual to join the LGC team.

- Ideal candidate should be an excellent communicator with strong attention to detail and good writing capability.
- Previous experience in a professional services environment preferred.
- Must be proficient in using a range of social media platforms & a strong desire to learn.
- Must have a solid background in marketing communications, research & analysis, and web management.
- Must be a self-starter and have a genuine desire to learn and be challenged.

- Competitive salary and flexible working available.

To apply for this job please send your CV and accompanying cover letter to info@lareinegold.com. Your letter should not exceed one A4 sheet and should detail your interest in this job, why you should be selected and what key skills and attributes you believe you would contribute to our organisation. Shortlisted candidates will be expected to undergo a written and verbal test to assess their research and communications skills.

Connect with us

To learn more about our organisation or to connect with us online/social media please visit the following:

LGC Africa

- **Website** - www.lareinegold.com
- **Linkedin** (Corporate) - Lareine Gold Consulting
- **Twitter** - @LGCAFR1CA
- **Instagram** - @lareinegoldafrica
- **YouTube** Lareine Gold: LGC Africa
- **Facebook** - LGC Africa

Africa Corporate and Government Counsel Forum

- **Website** - www.acgc.africa
- **Linkedin** - <https://www.linkedin.com/groups/12395065/>
- **Twitter** - @african_inhouse

Cipria Makeup by Lareine

- **Instagram** @cipriamakeupbylareine
- **Facebook** – www.facebook.com/cipriamakeupbylareine
- **Twitter** - @Cipriabylareine