



MARKETING COORDINATOR

Position: Marketing Coordinator
Reporting Line: Head of People and Market Development

Join Our Team at FS Systems - We Protect Lives and Assets through Technology!

FS Systems has been on a journey for more than 50 years to protect lives and assets through cutting-edge fire and enterprise security technology. We're looking for a dynamic and passionate Marketing Coordinator to join us on this journey. If you're someone who thrives in a challenging, fast-paced environment and wants to be part of a company that values innovation, integrity, and excellence, then this is the role for you.

Who We Are

At FS Systems, we specialize in providing end-to-end Life Safety and Electronic Security Solutions for commercial clients. Our services include the design, installation, and maintenance of Life Safety Systems and Electronic Security Systems across Southern Africa. We pride ourselves on our commitment to innovation, excellence, and delivering top-tier solutions to our clients.

Why FS Systems?

Innovative Environment: Work with the latest technology in security and life safety systems and be at the forefront of innovation in our industry.

Growth Opportunities: We believe in nurturing talent and providing opportunities for personal and professional growth within a supportive team environment.

Team Collaboration: Be part of a team that values collaboration, integrity, and a commitment to delivering top-notch service to our clients.

Results-Oriented Business: At FS Systems, we believe that with autonomy comes the responsibility of delivering results. You will have the freedom to manage your tasks, but with that freedom comes the expectation to consistently achieve excellence.

Purpose of this Role

The Marketing Coordinator is tasked to support nearly every aspect of the Marketing Department – from branding, events, communications, content creation to social media management. The role will work collaboratively with the Head of People and Market Development, to achieve the departments targets and company strategic objectives.

Key Responsibilities

Brand Management:

Maintain brand guidelines to ensure consistency across all channels; oversee the creation of branding materials including imagery and visual assets.

Assist with the design and production of sales and marketing collateral, office and vehicle branding.

Sourcing, distributing and management of promotional materials, business cards and gifts.

Event Management

Plan, coordinate, and execute events, including client showcases, conferences, and trade shows.

Drive pre-event communication, on-site branding, and post-event engagement strategies.

Support the sales team during events by managing marketing collateral, presentations, and client interactions.

Measure event ROI and provide actionable insights to improve future events.

Digital Presence:

Maintain and update the company websites with fresh content and engaging visuals.

Manage and optimize social media pages to enhance brand visibility and engagement.
Ensure consistency in email signatures and other digital communications.

Internal and External Communications:

Develop and execute internal communication campaigns to keep employees informed and engaged including internal newsletters, internal stationery and documents, announcements, Corporate Presentations, toolbox talks, wellness initiatives, etc.

Create and manage external communication including monthly newsletters, announcements, and other forms of communication.

Content Creation:

Assist in creating content for company presentations, blog posts, sales collateral and marketing campaigns.

Support the creation of vertical / product specific material including video creation.

Technical Enablement:

Assist with technical enablement efforts to ensure technical and sales teams are equipped with the necessary materials and information.

Support the use and management of the Training Library including quiz creation, video creation and reporting on use.

Distribute Toolbox Talks weekly.

Marketing Support:

Support Key Account Manager's and sales team by ensuring they have quality, up-to-date material.

Collaborating with other business units with the Group to ensure sales, marketing and queries are handled efficiently.

Engagement with customer service teams regarding processes and tools.

Preparation of weekly and monthly reports and dashboards.

Minimum Requirements (What We Need from You)

- Work experience in a marketing role highly advantageous
- Marketing or similar qualification would be advantageous
- Excellent copy writing ability with high attention to detail
- Sound knowledge of social media
- Numeracy and accuracy in reporting
- Clear verbal and written communication
- Technology or B2B industry experience is preferred
- Experience working on a design platform and multimedia content production
- You will need to be a self-motivated, productive and positive
- Ability to work on projects independently as well as within a team

Ready to Join Us?

If you're ready to take on the challenge and be part of a company that's redefining the Life Safety and Security industry across South Africa, apply today! At FS Systems, we believe in rewarding talent and hard work, so if you have what it takes, we want to hear from you. FS Systems is an Equal Opportunity Employer. We encourage applications from all backgrounds and are committed to fostering a diverse and inclusive workplace.

As part of your application for this marketing role, we invite you to submit a short video introducing yourself and showcasing your passion for marketing. This is your chance to highlight your ability to convey ideas, present professionally, and demonstrate your enthusiasm for marketing.

Please keep your video under 2 minutes, and remember, we're not expecting perfection—just an authentic and engaging representation of who you are as a marketing professional.

Please submit upload this video as part of your application.