

JOB DESCRIPTION

Job Title: Brand Manager

Reports To: Head of Marketing

Location: Cape Town

Start Date: 1 March

Contract: Permanent

Time + Tide | Who We Are

We are guides and guardians of some of the most remote places on Earth, with a family of luxury properties in Zambia and Madagascar. Across land and sea, we have a legacy in responsible tourism and offer modern-day explorers the luxury of space and the chance to feel fully alive. Our team take extraordinary care in sharing our deep appreciation for the land, wildlife and culture.

Marketing Support | About the Role

The Brand Manager acts as a guide and guardian of the Time + Tide brand, responsible for its consistent and considered application across all properties and touchpoints. Working closely with the Content Manager and Digital Manager, this role ensures cohesive brand expression across marketing collateral, digital platforms and campaigns that drive brand awareness, engagement and conversion. With a strong focus on design, the role requires a deep understanding of the brand in everything you do, using the Time + Tide brand books as a guiding framework. Responsible for creative design and workflows both internally and externally, as well as coordinating print and production, the Brand Manager brings a sharp eye for detail and creative direction to ensure the brand is applied thoughtfully, accurately and consistently across the business.

Key Responsibilities & Duties

1. Brand Consistency & Stewardship

- Act as custodian of the Time + Tide brand across all marketing and brand touchpoints
- Ensure consistent application of visual identity, tone of voice and brand positioning
- Maintain and update brand guidelines and support teams in applying them correctly
- Review and sign off brand and creative outputs with the Head of Marketing

2. Brand Collateral, Design & Production

- Audit and oversee all collateral across the business
- Maintain and develop marketing collateral, ensuring it is up-to-date and accurate, in collaboration with the team. This includes printed materials and digital assets such as brochures, presentations, rate sheets, fact sheets, business cards, letterheads, gifting etc.

- Manage the inventory and distribution of collateral at Time + Tide properties across the portfolio, ensuring that all materials are current and available in camp/on island, such as room directories, menus, signage, branded stationery etc, as well as branded items such as gifting, hats, water bottles etc.
- Receive, schedule and project manage design briefs received from the business
- Utilise Adobe Creative Suite (InDesign, Illustrator, Photoshop) for day-to-day internal design jobs
- Brief and manage ad-hoc design projects with external design agency
- Oversee print production, including proofing, quality control and delivery
- Manage relationships with printers and production suppliers

3. Collaboration & Creative Direction

- Work closely with the Content Manager and Digital Manager to align brand expression across collateral, digital platforms, campaigns and CRM
- Work with Marketing Support to ensure documents and assets are organised, versioned and accessible
- Support internal teams across the business with creative guidance on brand-related queries
- Ensure creative ideas remain aligned with brand standards and guest experience

4. Brand Education & Engagement

- Run monthly brand induction for new starters and refresher sessions for team members across the business
- Plan and manage an annual brand workshop for the Marketing team and key stakeholders
- Support internal understanding and confident representation of the brand

5. Project Management & Support

- Manage multiple projects and tasks concurrently, ensuring timelines and quality standards are met
- Support reporting, presentations and internal brand updates as required
- Ad hoc brand support and special projects, as needed

Experience, Qualifications and Competencies

- 3-5 years' experience in a Brand, Marketing or creative role, ideally within luxury travel, hospitality or lifestyle brands
- A relevant qualification in Marketing, Brand Management, Advertising or a related field
- Strong understanding of brand identity, design processes and creative workflows
- Experience working with designers, agencies and print suppliers
- Proficiency in Microsoft Office and familiarity with Adobe Creative Suite
- Strong organisation, attention to detail and project management skills
- Confident communicator and creative thinker
- Collaborative, can-do attitude, and solutions-focused
- A genuine passion for travel and sustainable tourism

Please submit your application to our Head of People and Culture at jess@timeandtideafrica.com by 28 February 2026.

TIME
TIDE

+27 87 700 6555
TRAVEL@TIMEANDTIDEAFRICA.COM
TIMEANDTIDEAFRICA.COM
TIME + TIDE (PTY) LTD