

JOB DESCRIPTION

Job Title: Marketing Support
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 Marketing Support role at Time + Tide plays a pivotal part in the delivery of marketing initiatives. Supporting the wider Marketing team - including Content, Digital and Brand - this junior role is ideal for a curious, organised and detail-driven marketer with a creative eye and a passion for storytelling. Providing hands-on coordination and administrative support, you'll help keep the engine running behind the scenes, while gaining exposure to a broad range of marketing disciplines within the luxury travel industry, with mentorship from a passionate team. This is a fantastic opportunity to learn and grow your career.

Key Responsibilities & Duties

1. Administrative Support

- Provide day-to-day administrative and operational support to the Marketing team
- Assist with coordination to ensure deadlines and deliverables are met
- Maintain organised filing systems for marketing assets and documentation
- Update all repositories and tightly manage version control, including Dropbox, SharePoint, agent pages and career portal, Wetu and Safari Portal.
- Monitor the marketing inbox and direct emails to the correct team members
- Support collaboration and participate in weekly team meetings, among others
- Support reporting, presentations and internal updates as required

2. Content, Digital & Brand Support

- Assist the Content Manager with content calendars, social media, image libraries and asset organisation, requests for content
- Support the Digital Manager with website updates, campaign assets, and CRM database maintenance
- Assist the Brand Manager with collateral management, printing, supplier coordination, checking proofs and samples

3. Social Media Management

- Support the planning, scheduling and posting of social media content across Instagram, Facebook, LinkedIn, YouTube and Vimeo
- Handle community engagement, monitoring and responding to comments and messages. Maintain Stories, Highlights and Linktree.
- Help with analysing, reporting and developing social media insights

4. Website Update Support

- Make ad-hoc copy and image updates using WordPress to maintain the Time + Tide websites. Our digital agency handles major website maintenance and development.
- Regular updates include but not limited to: Press & Awards page entries, Agent Page document uploads, Careers Page job posts etc.
- Get involved in exciting new website projects.

5. Design Support

- Support with basic design updates and layouts using Adobe Creative Suite, in line with brand guidelines.
- Updates include amendments to copy and imagery in existing documents and populating templates.
- Include but not limited to: marketing collateral, on-property collateral, internal marketing collateral, business cards, email signatures, invitations, etc.

6. Ad hoc Marketing support and special projects, as needed.

Experience, Qualifications and Competencies

- 2+ years' experience in junior marketing role, preferably in the travel or hospitality industry.
- A relevant qualification in Marketing, Advertising, Communications, Media, Design or related field.
- Proficiency in Microsoft Office suite (Word, Excel, PowerPoint, SharePoint) for day-to-day.
- Knowledge of Adobe Creative Suite (mainly InDesign, Illustrator) and Canva for basic design and layout.
- Knowledge of WordPress or other content management systems for website content updates.
- Exposure to digital marketing tools and platforms, including social media, email marketing and CRM tools
- Highly organised with good communication and time management skills
- A creative eye and appreciation for brand, design and storytelling
- A team player with a positive, proactive attitude and willingness to learn
- A personal 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.