

## CAREER OPPORTUNITY

African Rainbow Minerals (ARM) is a leading South African diversified mining and minerals company with operations in South Africa and Malaysia. ARM mines and beneficiates iron ore, manganese ore, chrome ore, platinum group metals (PGMs), nickel and coal and has a strategic investment in gold through Harmony Gold Mining Company (Harmony).

# DIGITAL COMMUNICATION SPECIALIST (C-UPPER PATTERSON GRADING)



### Purpose of the Job:

- To develop and distribute communication content, internally, online and on social media to promote the ARM brand and manage messaging.
- Measure and report performance of all digital communication messaging, campaigns and assess against goals. Identify trends and insights.
- Stay updated on industry trends and best practices in digital communication.

### Location:

- Sandton, Johannesburg

### Job Requirements:

- Bachelor's degree in Marketing, Communication or related field.
- Minimum of 2 to 5 years experience in digital marketing/communication or similar role.
- Proven ability to develop and implement digital communication/campaigns.
- In-depth knowledge or strong knowledge of digital communication channels, tools, and techniques.
- Proficiency in SEO, SEM, Google Analytics, internal communication and social media platforms.

### Job Responsibilities:

- Responsible for supporting the Senior Manager: Brand, Communication and Media Management with company duties in relation to the ARM Brand, including, but not limited to:
  - Create engaging and relevant content including writing posts, creating videos, designing graphics for various platforms.
  - Analyze market trends and suggest the most effective digital channels and tactics to reach the target audience.

### Personal Attributes:

- Self-starter, driven and results orientated.
- Analytical mindset with the ability to interpret data and make data- driven decisions
- Creative thinker with a keen eye for detail
- Problem-solving ability and sound judgement.
- Ability to work effectively in a team and independently
- Flexible to work beyond office hours (when required)
- Openness and ability to work across cultures.
- Excellent verbal and written communication skills, Attention to detail.

### Equity Statement:

Preference will be given to suitably qualified applicants from designated groups in line with the employment equity plan and targets of the organisation.

### POPIA Disclaimer

By sending your details to the email address on this advertisement you agree to:

- The processing of your personal information and sharing it with third parties for verifications.
- The exercising of your rights provided for by POPIA.
- To acknowledge that ARM will keep the record of your personal information confidential.

### Additional Information:

- To apply for this vacancy, please send your CV to the email address below before the closing date.

Email: [recruitment@arm.co.za](mailto:recruitment@arm.co.za)

No late applications will be considered or accepted.

- Correspondence will be limited to short-listed candidates only.
- If you do not hear from the Company within 21 days after the closing of the advert, please consider your application as unsuccessful.

Closing date: 28 August 2025



[www.arm.co.za](http://www.arm.co.za)



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