



About Bitprop

We believe in the power of entrepreneurship as a means for creating good. By partnering with property owners in townships to help them develop rental flats behind their properties, they receive an otherwise inaccessible new income stream. Bitprop turns these hard-working property owners into property entrepreneurs, generating significant value for themselves and their families for generations to come. Our work is innovative and creates an immediately tangible impact – a highly rewarding experience for all involved.

Marketing and Content Lead

At Bitprop, we are expanding our marketing capability and are looking for a hands-on, creative, energetic Marketing and Content Lead to join the team. This role is a blend of digital content creation, storytelling, brand-building, and practical marketing execution, with a strong emphasis on on-the-ground community stories and materials that support homeowner acquisition and positive tenant experiences.

You will be the person who captures Bitprop's work and brings it to life. You will showcase the transformation that our homeowners experience, tell the stories behind each build, produce regular content, and help shape how Bitprop is perceived in the world.

You should be excited about picking up a camera, visiting sites, interviewing homeowners, writing stories, editing short videos, updating the website, and improving the materials our sales and applications teams use every day. Above all, you should care deeply about the people we work with and be motivated by the impact Bitprop creates in township communities. This role is execution-heavy, creative, and mission-driven.

Some practical examples of your responsibilities

- Film and photograph Bitprop builds, homeowners, tenants, and community moments
- Craft stories that communicate Bitprop's impact across social media, website, and investor channels
- Produce short videos that are simple, human and compelling
- Update and maintain Bitprop's website, including content, layout, visuals, messaging
- Create marketing collateral that supports homeowner acquisition (flyers, videos, landing pages, FAQs) and smooth rental operations (tenant info videos, homeowner training, lease explanation guides etc.)

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- Work with the COO and Sales Lead to develop messaging that resonates with homeowners
- Experiment with community-driven outreach (WhatsApp content, group posts, community pages)
- Manage Bitprop's social media presence with consistency and quality
- Build trust in the Bitprop brand through storytelling and transparent communication
- Track basic marketing metrics (reach, engagement, leads)
- Iterate quickly (publish, learn, improve)
- Work independently and proactively, take initiative, suggest ideas, make things happen
- Keep a consistent pipeline of content flowing out of the business

Requirements

- Strong content creation ability (video, photography, editing, storytelling) and experience in a content creation environment for a company or brand
- Excellent writing and communication skills
- Experience producing content for digital platforms (Instagram, Facebook, TikTok, YouTube)
- Ability to engage warmly and respectfully with homeowners in township communities
- Comfortable being on the ground regularly to visit builds, film, interview etc.
- Basic website editing ability (Webflow or similar)
- Highly self-driven and comfortable working with little instruction
- Strong design eye - able to produce clean, simple, professional-looking assets
- Ability to manage multiple projects and deliver consistently
- Cape Town-based, in-office (off Kloof Street, Gardens) with regular visits to project areas (Langa, Eersterivier etc.)

Nice to have:

- isiXhosa proficiency
- Experience supporting sales teams with collateral
- Experience in community-based storytelling
- Experience using tools like Canva, Adobe Premiere, CapCut, Lightroom, Figma
- Basic analytics knowledge (meta insights, simple dashboards)

Culture

You:

- Are passionate about using entrepreneurship to create change and progress

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- Believe in 'finding a way' to make things happen
- Are comfortable with a flexible and changing work environment
- Believe in a meritocratic way of working - your age/seniority etc. doesn't matter
- Are a quick learner
- Work quickly, make mistakes and improve. You fail fast and learn
- Are kind, trusting and work for the interests of the group, not yourself
- Are driven, work hard and always to a very high standard. Your ambition is to achieve objective quality
- Are optimistic about achieving progress on a micro and macro (societal) scale
- Have a high level of integrity and professionalism
- Are excited about being part of solving very difficult problems
- Have the ambition to be part of innovative solutions/an environment that aims to have a tangible impact on the world

How to apply

Please visit www.bitprop.com/careers to view this job listing and to access the application form, where you can complete the application and upload a portfolio. For more information or if you are unsure about whether to apply or not, please reach out to careers@bitprop.com.

