



Digital Marketing Specialist

ABOUT SINGITA

Singita is a conservation brand that has been preserving African wilderness for the past 28 years, offering guests an exceptional safari experience with 15 luxury, award-winning lodges and camps across six regions in Africa.

In partnership with non-profit funds and trusts who implement strategic conservation projects in each region, Singita is preserving and protecting pristine land and wildlife populations, and helping to create economic independence within local communities surrounding the reserves.

WHAT THE ROLE ENTAILS

Singita has an opening for a Digital Marketing Specialist who is passionate about building online communities and delivering effective digital marketing campaigns.

As the Digital Marketing Specialist, you will be responsible for all digital marketing operations within the business including the implementation of digital marketing plans, management of all digital assets such as our websites and analytics reporting tools.

This role is responsible for optimising marketing campaigns to deliver the best possible returns and engagement from our audiences.

This role includes the management of our in-house social media executive and oversees and manages the tasks of various key external support agencies and suppliers including web developers, SEO specialists and digital media buyers.

WHAT YOU WILL NEED

- Degree or diploma in marketing, communications or similar.
- Google Analytics Certification.
- A minimum of 3 years' experience in a similar role.
- Experience in managing social media campaigns and associated reporting.
- Experience working with Google Adwords, Google Analytics and campaign reporting.
- Must have strong knowledge and experience of online marketing (PPC AdWords), social media advertising, online reputation management and associated disciplines including content strategy and online video.
- Extensive experience with website content management systems
- Excellent verbal, written and presentation skills.
- Excellent project management skills with ability to brief suppliers and monitor progress effectively to meet deadlines on time and within budget.
- Highly skilled in Microsoft Office
- Proficiency and experience in social scheduling and listening tools.
- Ability to perform under pressure.
- Proactive, with strong initiative.

To apply for this role, please email your CV to Louisa.C@singita.com or complete the application on our website www.singita.com/about/careers

WHAT YOU WILL DO

- Assist with research, creation, conception and presentation of social media strategy, digital advertising and integrated marketing campaigns.
- Upkeep and maintenance of latest content on all digital assets in the business.
- Conduct quality assurance on all digital content (ensure specs and design meet brand requirements).
- Ensure that the strategy to drive direct business is executed upon, working closely with key internal stakeholders to monitor, measure and adapt campaigns to deliver best results.
- Launch digital marketing campaigns in conjunction with broader marketing team - includes paid digital ads, e-mailers, social media and website content.
- Build consumer awareness through campaigns for new products and for topics relevant to specific markets and regions.
- Achieve targets set for digital paid media, driving direct enquiries through our digital assets.
- Build lead generation campaigns and execute associated messaging for specific niche audiences.
- Project manage all website developments (new builds and updates), alongside our team of web developers.
- Work with internal stakeholders to develop CRM strategy using data available to develop best possible marketing communication to audiences.
- Develop and drive a database growth strategy for e-mail marketing.
- All roles at Singita may be required to perform other tasks as reasonably requested from time to time and as required by the business and/or operation. Singita fosters a culture of collaboration, and with this a support of the multi-skilling of staff.

OUR CORE VALUES

Core to the success of the individual in this role is that their personal values are aligned with Singita's.

LEADERSHIP
Generosity
PASSION
INNOVATION
Teamwork
INTUITION

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