



Digital Campaign Manager

CAPE TOWN, SOUTH AFRICA

Key Responsibilities

The main role of the Digital Campaign Manager is to support the business intention to be digital-first in accordance with trade and consumer plans, initiating, managing, and reporting on related campaigns, managing assigned tasks, and taking the lead within the portfolio of external digital suppliers (SEO, developers, creative and media buying).

- Reports to the Executive Head of Marketing.
- Responsible for all digital marketing operations within the business including the strategic direction (with the Head of Marketing) and implementation of digital marketing plans, and management of all digital assets such as our websites and analytics reporting tools.
- Responsible for optimising marketing campaigns to deliver the best possible returns, at the lowest cost while achieving the best possible engagement from our audiences.
- Management of our social media executive, and remote content providers and oversees and manages the tasks of various key external support agencies.
- Assist with research, creation, conception and presentation of new digital channels and opportunities.
- Alongside the Marketing Executive, 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).

Key Responsibilities

- 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 the best results.
- Launch digital marketing campaigns in conjunction with the broader marketing team - including 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 a CRM strategy using data available to develop the 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 support of the multi-skilling of staff

To apply email your CV to SMCcareers@singita.com or visit:

www.singita.com/about/careers



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Skills & Experience

- Degree or Diploma in Marketing, Advertising, Media or related.
- Google Analytics Certification.
- At least 5 years' experience in a digital campaign management role, with a proven track record of delivering multiple and large campaigns across digital touchpoints and channels, using analytics to inform and scale successful marketing campaigns.
- Passionate about building online communities and delivering effective digital marketing campaigns.
- Broad knowledge of the media and marketing ecosystem is essential.
- Previous experience in managing direct reports.
- 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 social media advertising, online reputation management and associated disciplines including digital content strategy.
- 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.

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