



Digital Marketing Manager

SINGITA MANAGEMENT COMPANY, CAPE TOWN

Key Responsibilities

- 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.

Skills & Experience

- Degree or diploma in marketing, communications or similar.
- Google Analytics Certification.
- A minimum of 3 years' experience in a senior/management marketing role.
- Previous experience in managing a team of 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 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 email your CV to Louisa.C@singita.com or visit:

www.singita.com/about/careers