



**WE ARE HIRING**

Work from home or the office



## LEAD GENERATION SPECIALIST

Bidvest Insurance is a short-term insurer within the financial services division of the larger Bidvest Group and operates alongside other great companies such as Bidvest Bank, Bidvest Life, FMI, Compendium Insurance Brokers and others.

Bidvest Insurance is one of South Africa's fastest growing insurance companies and was founded in 1997. With the support of the larger Bidvest Group we have successfully expanded and evolved through our dedicated commitment to our values, customers, partners and staff. Interested individuals looking to join Bidvest Insurance can expect to join a young and energetic team that challenge convention and who are intent on building long term relationships with all stakeholders.

As one of South Africans largest diversified industrial companies, your career aspirations with us are only limited by your own imagination.

### Position Overview

The Lead Generation Specialist will be responsible for the ongoing generation of consumer leads and data in support of the Bidvest Insurance Direct Channel. The position includes managing all aspects of inbound and outbound lead generation, lead qualification, and lead management.

The Lead Generation Specialist will work closely with the Marketing team, 3rd Party Lead Providers, and the Sales Management teams to develop and continuously improve the Lead Generation Process.

The ideal candidate must be proficient with database, social media, sms, email and online digital lead generation activities.

### What You'll Need



#### Positive Attitude

We believe in creating a positive work environment that is enjoyable to be apart of and we look to the individuals of the company to make a **positive contribution** to our culture



#### Attention to Detail

We like to keep our eyes on the prize at Bidvest Insurance! And that requires a strong need for attention to detail as it's the small things that can make a **BIG difference!**



#### Think on your feet

Hand in hand with innovation, you need to be able to think on your feet. We work in a fast paced environment which often requires us to **adapt and think fast!**



#### Creativity

You don't need to be Picasso, but we love creative people that bring **fresh thinking and ideas** to the table! So get involved and together we can make things happen!

### Our Values

At Bidvest Insurance, we're all part of a BEVOLUTION where we live our values each and every day for the benefit of our colleagues, customers, partners, stakeholders and our environment.



Our curiosity drives us to constantly improve our business



Anyone can do ordinary, we do extraordinary



Treat everyone with respect, in & outside our company



We always do the right thing, even when no one is looking



We're enthusiastic in everything we do - our energy is infectious



We're committed to understanding our customers, partners and colleagues

## Key Responsibilities

- ▶ Develop high quality lead contact databases for Outbound Sales
- ▶ Report on Campaign Results (i.e.Campaign Performance, Lead Activity, Sales, etc.)
- ▶ Develop and implement internal Lead Generation strategies in line with product sales targets
- ▶ Implement a sustainable lead life cycle that reduces dependencies on 3rd party lead providers.
- ▶ Closely monitor campaign, channel, and lead provider performance with the aim of generating maximum leads at the best price per lead.
- ▶ Effective relationship management with 3rd party lead providers and other stakeholders
- ▶ Monitor and maintain conversions across all products
- ▶ In depth understanding of database marketing with the ability to make recommendations on best practices on database utilisation.
- ▶ Understand key regulations that impact Direct Sales eg. POPIA and have ability to work within the bounds of regulations.

## Required Qualifications

- ▶ Matric is essential
- ▶ Bachelor's degree is preferable, but not essential.
- ▶ Relevant Digital/Social Media Marketing qualification advantageous
- ▶ Knowledgeable about Microsoft Office Suite - Adobe product knowledge a plus.

## Required Experience

- ▶ Four to five years' experience working in an Outbound Sales environment, preferably within the Insurance industry.
- ▶ Strong organization and analytical skills.
- ▶ Strong project management skills.
- ▶ Strong network of relevant suppliers and partners.
- ▶ Ability to work independently but also add value as part of a team
- ▶ All round understanding of a sales and outbound contact centre environment

### Submissions:

Preference will be given to PDI candidates in line with our EE strategy.

Interested candidates to please submit their CV to: [jobs@bidvestinsurance.co.za](mailto:jobs@bidvestinsurance.co.za)

*Bidvest Insurance is a licensed insurer and an authorised Financial Services Provider FSP46395*

