



**WE ARE HIRING**

**Durban**



## Digital Marketing Manager

Bidvest Insurance is a non-Life 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 was founded in 1997 and provides niche value added products to customers through its Direct Channel which operates via call centres, as well as its Affinity Channel that partners with distribution networks. Our products are designed to protect consumers and deliver exceptional service levels when our customers need us most, so that we can deliver on our purpose 'To protect everyday South Africans, against foreseeable events and their financial losses, so that we can all contribute to a better South Africa'.

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.

Being a part of Bidvest, one of South Africa's leading services, trading and distribution groups, your career aspirations with us are only limited by your own imagination.

### Position Overview

The Digital Marketing Manager will work within the Marketing team and be responsible for designing and implementing a solid digital marketing strategy which encompasses system and digital efficiencies for backend, claims, sales, admin, etc.

This role will report to the Managing Director. The Marketing and Customer Experience functions will report into this role. The successful candidate will have a background in digital with a good knowledge of the latest trends in that area.

### What You'll Need



#### 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!**



#### Energy

We operate with passion and excitement & thrive off a '**can do!- let's go!**' attitude. We believe in embracing new challenges and celebrating our wins!



#### 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

## Our Values

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



## Key Responsibilities and Duties

- ▶ Assist in the formulation of strategies to build a lasting digital connection with consumers
- ▶ Plan and monitor the ongoing company presence on social media
- ▶ Launch optimised online advertisements to increase company and brand awareness
- ▶ Conduct research on market trends, brand's audiences and competitors, and end-to-end consumer journey to drive engagements and conversions
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- ▶ Online sales funnel analysis for VAP's, home and car insurance and other non-insurance products
- ▶ Collaborate closely with internal and external teams on user interface design and development.
- ▶ Formulate organic search strategy via prioritisation and timely delivery of technical and non-technical SEO requirements.
- ▶ Oversee post campaign reporting via KPI reports and revise & refine where necessary
- ▶ Collaborate with the marketing team to create, edit, and share compelling content and drive digital engagement and improve online conversion
- ▶ Support wider digital marketing activities in conjunction with internal stakeholders and third-party suppliers
- ▶ Track and report on key performance indicators of media activity.
- ▶ Drive a rigorous testing program, aiming to continuously launch, analyse, optimize, and scale new strategies, tactics, and channels
- ▶ Monitor, analyse, and optimize all campaigns on a daily or weekly basis
- ▶ Manage current agency relationships, ensuring they are hitting goals while increasing volume and efficiency
- ▶ Proactively make recommendations of new tactics and strategies to test through our paid digital media efforts
- ▶ Oversee and review the company's social media, mobile, and online presence to improve reputation and performance.

## Qualifications

- ▶ Degree in marketing or relevant digital marketing qualification
- ▶ 5 years + experience working in a Digital marketing direct role and an excellent understanding of digital solutions.
- ▶ Experience with working on a Performance Media strategy
- ▶ Have a good understanding of Insuretech, Fintech and various other platforms
- ▶ Experience of being involved with AI, Chatbot and automation in a business

## Knowledge and skills

- ▶ Excellent Strong understanding of SEO, PPC, funnel creation and relevant webmaster tools
- ▶ Excellent relationship and stakeholder management skills
- ▶ Natural attention to detail
- ▶ Ability to manage multiple tasks simultaneously to tight deadlines
- ▶ Excellent written and verbal communication skills
- ▶ Understanding of social media advertising across major platforms (Facebook, Twitter, Instagram)

**Submissions:**

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

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

Bidvest Insurance is an authorised Financial Services Provider  
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