

MARKETING OFFICER - DIGITAL

We have an opportunity available in our Cape Town office. The Digital Marketing Officer will contribute to the success of DPO South Africa by strategizing, planning, and executing on the digital marketing strategy for PayGate and SiD.

The Digital Marketing Officer will be well skilled in managing, tracking, and improving all digital campaigns including, but not limited to SEO, SEM, Display & Google Ads as well as Social Media advertising. This position reports to the DPO South Africa Marketing Manager and will be responsible for the planning, creating and executing of all digital marketing programs with a key focus on maintaining and creating brand awareness ultimately driving new business.

PERSONAL COMPETENCIES

Academic

- Matric essential
- Relevant Degree/Diploma in Marketing
- Supported by a Digital Marketing qualification

Work Experience

- Firm knowledge and experience of a wide range of digital marketing functions, including SEO, SEM, display, and advertising for various Social Media platforms
- Minimum 2-5 years digital experience in a marketing department or agency

CORE COMPETENCIES

- Analytical
- Creative
- Collaborative
- Ability to work well independently as well as part of a team
- Adaptable
- Time Management
- Strong attention to detail with assigned tasks

SKILLS

- Strong administration, planning and organizing skills
- Strong Follow up skills
- Excellent communication skills (written and verbal)
- Project Management skills

ROLE REQUIREMENTS

Environmental

- Creative
- Pressurized
- Innovative
- Deadline driven

Tools and Resources

- Social media platforms
- Google Marketing Suite
- Facebook Ads Manager
- Company CRM system (Zoho)
- Website design and optimization

MAIN TASKS

Digital Campaign Management

- Develop and execute digital campaigns
- Analyze and provide recommendations
- Report on performance and optimization

SEO Management

- Implement, analyze, iterate and manage the SEO and SEM strategies
- Maximizing clicks on AdWords at the lowest cost will be a key deliverable

Display and Search Campaign Management

- Create, analyze, iterate and enhance various search, display and social media campaigns

Social Media Ads Management

- Strategize, set-up, execute and track advertising campaigns on various social media platforms including Facebook, Instagram, and LinkedIn

- Manage the Google Ad account and ensure keywords or AdWords are aligned to marketing campaigns and that the target markets are segmented accordingly for targeted campaigns.
- Ensure the cost per click is optimized for the right AdWords for specific campaigns

Costings

- Executing on marketing campaigns within budget

Punctuality and Attendance

- Responsible to uphold good punctuality and attendance

Occupational Health and Safety

- Responsible for taking reasonable care to ensure own safety and health at work, and to avoid adversely affecting the safety or health of any other person at work

Cultural Fit

- Live the brand by living our core values
- Ensure that we deliver our best to internal and external clients

Self-Development

- Support and demonstrate Corporate Goals and Brand Values
- Contribute to staff, team and development meetings
- Take action on performance development plans.
- Supplement personal learning with informal means outside of work, such as industry bodies, online forums and relevant reading

Responsibilities on Demand

- Due to the fluid and dynamic environment within DPO, new, additional or changed position responsibilities will occur
- Successful demonstration of change orientation is an on-going responsibility in all positions

Email your cover letter and comprehensive CV to talentsa@dpogroup.com


WE'RE HIRING!




NOTE: Please indicate in your email whether you were referred to us, and if so, please say whom referred you.

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