

Digital Marketing Manager at Old Mutual Kenya

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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Old Mutual Kenya is based in Nairobi and is part of a larger group that offers solutions in long-term savings, asset management and investment. We offer solutions to individuals and corporates underpinned by our core values which are: Respect, Integrity, Accountability and Pushing beyond boundaries.

SUMMARY

This role is responsible for development and execution of overall strategy for digital marketing and communications across the organization in East Africa, to drive brand and business value in conjunction with the respective Business Units and partners as required. The role holder is responsible for developing the digital communication platforms as well as Group standards, procedures, and guidelines. The role holder will also be responsible for developing the online brand voice for Old Mutual's social media and online presence.

KEY TASKS AND RESPONSIBILITIES

Define and execute Digital Marketing strategy in conjunction with business to drive sales and customer numbers target as well as digital measures such as leads, followers, fans and engagement on all channels.

Drive the digital paid media strategy by negotiating digital media buys and finding innovative solutions to drive awareness and uniqueness that links with the conventional media campaigns.

Developing digital communications in close conjunction with the relevant business and brand teams.

Manage and develop all media and advertising needs for digital campaigns –internal and external.

Analysing data and metrics to track the performance of digital marketing campaigns and using insights to improve future campaigns. Working with the digital team to implement changes and improve performance.

Manage the digital agency relationships undertake Agency reviews and evaluate quality of service delivery.

Supporting digital infrastructure design and development, from a marketing and communications perspective.

Grow the corporate brand, OM Foundation and specific product brands to gain market leadership in digital measures.

Manage digital campaigns ROI / Return on Ad Spend

Develop the digital marketing and communication policies and procedures

REQUIREMENTS

SKILLS AND COMPETENCIES

Possess excellent verbal and written communication skills.

Strong interpersonal skills, and the personal qualities of a self-starter, organized, results oriented and a team player.

Proficiency on Apple Mac, MS Office Suite, and latest Adobe Creative suite software with strong IT skills.

Ability to constantly update personal design competencies to keep abreast with changing technology.

Exceptional creative flair and design.

KNOWLEDGE & EXPERIENCE

At least 8 years' experience in a relevant marketing role in a dynamic work environment. If less experience, must demonstrate the ability to upskill quickly.

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Cross References and Citations:

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