

## JOB DETAILS

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| Job Title               | Manager: Digital Social Media  |
| Division                | Strategy, Marketing, Communications and Policy   |
| Unit                    | Marketing and Communications   |
| Remuneration            | R864,036.00  |
| Job Type Classification | Permanent  |
| Location - Country      | South Africa   |
| Location - Province     | Gauteng  |
| Location - Town / City  | Centurion  |
| Email CV to             | <a href="mailto:recruitment@tianaconsulting.co.za">recruitment@tianaconsulting.co.za</a> |

Manage and track the performance of the Bank's digital and online marketing and communications programme / action plan. Be the pulse of the digital and online community, through digital and online community management. Cultivate and expand social media presence of Land Bank and Land Bank Insurance Company (LBIC). This role involves overseeing the entire digital social media process, including the planning, compilation, and production stages

### Key Performance Areas

#### **1. Manage the Bank's digital and online marketing and communications platforms, as well as social media presence through content execution**

- Lead the development the strategy and plan for the Bank's digital and online marketing and communications, as well as social media presence
- Develop the digital, online and social media calendar.
- Facilitate, build and execute social media and digital media content that aligns with the Bank's strategy, branding and marketing objectives.
- Create and execute briefs based on the provided communication, media and events plan.
- Community Management to increase community involvement and participation.
- Management of the day-to-day operations of the company's social media accounts, including responding to comments and messages and scheduling posts.
- Organise and oversee engaging posts, stories, and captions addressing customer emails, DMs and social media comments.
- Email marketing, craft compelling email copy, manage schedules, oversee email lists, and orchestrate visually striking campaigns.
- Collaboration with various stakeholders, partners, brand and creative to ensure cohesive branding and messaging across all platforms.
- Leverage Google Ads and others to fine-tune ad content, implement data-driven decision and elevate the brand to new horizons.
- Develop and refresh online copy to maintain and captivate audiences.
- Develops, executes, organises and maintains collateral templates in a design repository for for future use.

#### **2. Performance tracking and implementation of improvements in the Bank's digital and online programme**

- Gauge success through key performance metrics and share insights to elevate the Bank's marketing strategies to best practice
- Monitor and analyse the results social and digital media platforms, including key performance indicators (KPIs) like platform usage, brand engagement rates, click-through rates, conversion rates, and ROI.
- Manage the overall day-to-day digital, online and social and digital media activities of the Bank in line with the brand strategy.
- Develop and execute digital, online and social media campaigns.
- Reporting and analysis, create reports summarising the performance of marketing campaigns and make data-driven recommendations for future strategies.
- Stay updated with industry trends, best practices, and emerging technologies in direct marketing to maintain a competitive edge.

### **3. Promote appropriate governance of the utilization of digital, online and social media platforms. Process, procedures and policies**

- Responsible for the incorporation of the digital and online aspects in the Bank's communication policy.
- Responsible for the review of the Bank's social media policy.
- Develop pertinent standard operating procedures to guide adherence to the Bank's communications and social media policies.
- Institutionalise and build awareness of the digital, online and social media policy and applicable standard operating procedures.
- Monitor and identify potential risks in the digital, online and social media platforms.
- Develop mitigation plans to obviate and reduce identified potential digital, online and social media risks.

1. Preferred Minimum Education and Experience 3 years National Diploma in Digital marketing, or equivalent.
2. 3 years Digital marketing experience coordinator.
3. 5 years Digital marketing specialist.

1. Critical Competencies Content creation for online platforms
2. Business Acumen
3. Digital technical marketing skills, tools and platforms
4. Data analytical skills

1. Additional Requirements Knowledge/Experience of Business Environment
2. Land Bank Act