



Lima Bean is a division of Mindvate (Pty) Ltd

Reg No: 2005/005418/07

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We are looking for a driven, creative individual with at least 1 year's experience in digital campaign management to join our expanding team. The ideal candidate has an aptitude for growth, and is passionate about delivering work of an exceptional standard across a number of key client accounts. We value self-motivation and accountability above all.

JOB SPECIFICATION

Position Title Junior Digital Marketing Campaign Manager

Location Observatory, Cape Town

Job Type Permanent

Start Date ASAP

Salary Neg. depending on skills and experience

RESPONSIBILITIES:

- Assist in planning; briefing and coordinating all digital marketing campaigns for Lima Bean clients, including all performance marketing channels, email campaign management, social media marketing.
- Develop, contribute to and execute integrated digital marketing campaigns with the creative team.
- Do copywriting for all relevant campaigns and marketing assets.
- Manage allocated performance marketing budgets for relevant clients.
- Do monthly and/or weekly reports on all relevant accounts.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs) weekly and monthly.
- Conduct market research and competitor analysis when required.
- Assist with the implementation of campaign optimisation tools and technologies.
- Manage the production and distribution of marketing assets while ensuring that creative libraries are kept up to date.
- Assist in client relations with in the creative team.

Directors:

Hagen Albert Rode (B.Bus.Sci IS)
Spiro Chronis Malamoglou (B.Bus.Sci IS)
Steven Paul Langley (B.Bus.Sci IS)

REQUIREMENTS:

Essential:

- At least 1-2 years' post-university digital marketing campaign management work experience across various media essential.
- Bachelor's degree with Marketing major (or similar).
- Digital Marketing qualification preferred.
- Working knowledge of Google Analytics essential.

Skills and experience required:

- Good understanding of digital marketing and marketing principles.
- Excellent knowledge of digital media channels, metrics, planning and technology, including Google Adwords, Facebook and Instagram.
- Knowledge of SEO optimisation.
- Experience in Email Sending Platforms such as Mail Chimp, Campaign Monitor and Everlytic.
- Strong data analysis skills essential and campaign performance reporting.
- Experience working with Google Analytics, specifically to identify trends/opportunities.
- Good written and verbal communication skills, copy editing ability.
- Show high attention to detail, very well-organized.
- Keen problem solver – innovative/pro-active and well developed troubleshooting skills.
- Flexible/agile, self-aware and a creative thinker.
- Meets deadlines but not at the expense of quality output.
- Team player, willing to help others grow.
- Basic understanding of design and layout.

Beneficial

- Basic design skills and knowledge of Sketch and Photoshop.
- Working knowledge of HTML, CSS, and JavaScript development and constraints beneficial.

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