



Lima Bean is a fast growing digital agency. The agency is looking for a Digital Content Strategist that will be responsible for conceptualising, creating and overseeing the implementation of digital content strategies for new and existing clients. The candidate should have outstanding knowledge of the digital space and should be highly creative yet pragmatic.

JOB SPECIFICATION

Position Title	Digital Content Strategist
Location	Cape Town (Observatory)
Job Type	Permanent
Start Date	ASAP
Salary	Neg. depending on skills and experience

PURPOSE

The candidate is to play a key role in work produced by Lima Bean. They will be expected to interact with clients, devise and present comprehensive and holistic content strategies and to help the Product Owner execute on those content strategies. The candidate will be expected to remain heavily involved throughout the project life cycle. The candidate will be required to gain an in depth understanding of our client's businesses, build strong relationships with our clients and to devise improvements and strategies that aid them in achieving their goals. This position reports directly to the Product Owner.

WE'VE GOT:

- An extremely smart and skilled team of professionals
- World class coffee
- Drinks for after work on Fridays

WE DON'T:

- Manage people with the "whip"
- Run out of coffee
- Judge you if you need to stay at home for a day because your geyser burst and the plumber hasn't arrived and isn't returning your calls
- Have a dress code

IMMEDIATE ROLES AND RESPONSIBILITIES

- Devise digital content strategies for clients to help them achieve goals
- Interact with clients, gain an in depth understanding of their businesses and present solutions
- Interact with the Lima Bean production team to ensure that what is produced is in line with the initial vision
- Spot opportunities and stay on top of trends

PERSONAL ATTRIBUTES

- Highly creative (using the broadest possible definition of "creative")
- Passionate about digital, strategy, business and people
- Analytical and pragmatic
- Excellent verbal and written communications skills
- Friendly and outgoing
- High level of attention to detail
- Self-motivated
- Proactive

MINIMUM SKILLS, QUALIFICATIONS AND EXPERIENCE

Essential

- Relevant diploma or degree
- Minimum 3 years' experience in a similar position
- A strong understanding of the entire digital spectrum, including:
 - o Online marketing: SEO/PPC/content marketing/social media marketing
 - o Analytics
 - o Lead Generation
 - o Conversion theory
 - o Landing page design & split testing
 - o Ability to judge wireframes and design
 - o Development technologies
 - o CRM

Advantageous, but not essential:

- Google certified (Analytics, Adwords etc)
- A strong portfolio of work

To apply for this position please email your CV to careers@limabean.co.za.