



Brand & Digital Channels Manager

What we are looking for	Highly motivated and ambitious individual responsible for improving client consumption; and digital marketing strategy to maximize reach, manage and build up sales funnels, lead generation and nurturing campaigns.
Basic Requirements	Degree in Marketing; or related field with at least 3 years' experience. Further Digital Marketing training a plus
What the role entails	<p>The successful candidate shall play a vital role in contributing and steering all brand and digital channel enhancements while also being able to work across the full customer value chain to develop insightful digital channel strategies and plans.</p> <p>The successful candidate shall also effectively lead the Core Value Team to execute the integrated brand plan and deliver on financial and marketing expectations</p>
What you can expect from your first year at TGI	<p>Daily interaction with our clients and healthcare service providers, top Financial Service Providers, blue-chip corporates, Collaborate leads and members.</p> <p>Opportunity for recognised qualifications and further study in the Healthcare Industry</p> <p>Professional office environment and proficiency in office applications and software</p> <p>Massive growth potential in a fast-growing company and industry</p> <p>Young, dynamic, and innovative co-workers</p> <p>Great rewards and recognition</p>
What will make you exceptional	<p>Strategic thinker – demonstrate ability to see the bigger picture/context, a growth mindset and a strong business acumen.</p> <p>Passion for Purpose: appreciation of and experience with brands that drive growth through Purpose</p> <p>Passion for the Marketing craft and for building brands through brilliant communication.</p> <p>Consumer centric: Highly energised by meeting consumer needs, live and breathe consumer</p> <p>Digital lover: as communication has evolved in digital, you need to be able to understand and shape best in class digital plans, from social media communication to ecommerce.</p> <p>Born leader: You're a self-starter and operate at a high level, with the ability to motivate a cross-functional team and connect readily with senior management.</p> <p>You have a leadership style that encourages thinking outside the box and embraces experimentation. You can manage multiple stakeholders and convince people to do this differently.</p> <p>You love to win and have fun doing it: You can operate with flexibility and enjoy creating a new and different path to growth. You bring a positive mindset to the thought of winning differently.</p>

Additional Requirements

Understanding of SADC media environment
Excellent knowledge of Digital Marketing and social media platforms;
Ability to manage many urgent and often conflicting priorities;
Strong 'can do' attitude with an innate ambition to take initiative and work by yourself as well as in a team;
Flexibility and team focused approach with a 'roll up your sleeves' attitude to getting the job done; and
A great sense of humour and fun!

What you will be doing

- Global branding vision and value proposition: In-depth knowledge of the brand "footprint", look, feel, identity, essence, to contribute to the process of global branding. Able to highlight issues to senior management.
 - Segmentation and mindset: understand the pros and cons of different segmentation and mindset approaches and the interplay between payer, members and service provider segments in developing and executing an integrated brand plan
 - Brand positioning: develop, execute and measure brand-positioning strategies
 - Market Dynamics and Evolution: Dissect and understand market dynamics (including social/political) and competitive intelligence and analyze competitor trends. Independently extrapolating data to determine future trends, shaping long term strategy and see linkages across other categories.
 - Key Opinion Leader (KOL) development and Customer Insight – Current and Future: understand customer insight building on KOL insights both locally and globally, in the healthcare services area—current, future and trends to build a more effective long-term marketing strategy. Develop a comprehensive understanding of the client/member journey to enhance personalisation and competitive edge.
 - Geographic, Cultural and Market Insights: understand geographic and cultural needs of different markets to draw meaningful inferences for planning
 - Member/Client Insights: Expertise in identifying unique needs of the member /client and underlying drivers of motivation to create a strategy that best addresses the member's needs
 - Brand Equity: plan for changes in the relevancy of brand equity dimensions brought about by marketplace changes and new competition
 - Pricing and Reimbursements: knowledge of systems across the industry/geographies to provide practical value-added suggestions during pricing development, proposals and negotiations
 - Innovation and Digital Skills and Capabilities: Find innovative approaches/solutions to customer/process issues. Develop and continually enhance digital skills and capabilities to strengthen leadership in digital platforms and engagements. Leverage digital assets.
 - Budgeting: Use in-depth knowledge of portfolio budget management to deliver against P&L commitment; invest to create biggest brand impact
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- Market Research: seek advantages/disadvantages of MR instruments and types of research (quantitative and qualitative) and apply this knowledge to seek strategic insights
 - Forecasting (including sales): manage client /marketplace parameters and forecasting models and business drivers (i.e. business and strategic plan forecasts) to deliver the financial expectations of the brand; constantly strive to identify and answer key strategic questions that can impact the forecast
 - Sales and Market Data Analytics: identify best practices and gaps in brand and customer performance using all data resources available; apply this knowledge to strengthen strategy, enhance decision making and gain market competitiveness.
 - Deliver comprehensive and timeous reports related to sales and marketing.

Resume submission protocol	Send cover letter, CV, pdf scanned copies of educational qualifications to tgi.talentpot@gmail.com
Closing Date	9 th August 2022

Evolutionary Innovation.

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