

JOB SPECIFICATION

SOCIAL MEDIA AND DIGITAL MANAGER

Based in Bryanston, Johannesburg

Sureswipe is disrupting the payment industry making card acceptance easy and accessible to all independent retailers. We are a results driven organisation where high performance is acknowledged and rewarded. An entrepreneurial and self-learning mind-set is encouraged and individuals who take the initiative are recognised and appreciated.

At Sureswipe we do things differently because we know that no two businesses are alike and in order to stand out we need to offer a consistent experience and tangible value. Our vision is to become the favourite payments service provider to all independent retailers across South Africa. Why? Because they work so hard at building and growing a business, that they shouldn't have to work hard at getting paid. To deliver our consistent client care means that we are passionate about our people. Investing in those who take the initiative and who understand and are acceptable to the changing dynamics of a business. If you're a determined self-starter with a curious and pro-active nature then Sureswipe is a fit for you.

Our organisational atmosphere is fast paced and energetic albeit sometimes a little noisy. We have a start-up culture and often have fun. Our team is passionate about client experience and are determined to make a difference in the lives of independent retailers by helping their business grow and succeed. In short we burn for independent retailers.

PURPOSE OF THE ROLE

To contribute to the sustained achievement of company goals by managing the company website, digital assets and social media platforms to ensure consistent brand awareness and lead generation.

SKILLS

- Verbal and Written Communication
- Organizational and Planning
- Project Management
- Time Management
- Meticulous Attention to Detail
- Multitask and Work Under Pressure
- Confident and Professional
- Strong Interpersonal Skills
- Problem Solving

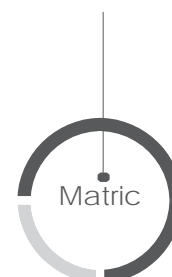
EXPERIENCE

2

Years minimum
experience

QUALIFICATIONS

Minimum needed



EXPERIENCE

- Must be able to work within a team structure
- Web knowledge and a passion for new media and technology
- Understand the technical elements of building and managing websites
- Basic Photoshop and other creative software would be an advantage
- Experience in working with website analytics platforms including Google Analytics
- Understand and manage the Search Engine Optimisation process
- Be active on and able to moderate and manage social media platforms (Facebook, Instagram, Twitter and LinkedIn) and build communities
- Be commercially minded and driven by lead generation, measurement and reporting
- Must have experience in dealing with and managing outside agencies

ROLE DESCRIPTION

- Update and maintain Sureswipe's website on a continual basis
- Drive the collection of assets, approvals and information for all sections of the sites from internal sources such as marketing and product heads
- Manage paid and organic Search Engine Optimisation (SEO)
- Manage the lead nurturing process while continuously measuring and refining this
- Take the lead role in the implementation and management of social media presence strategy across Twitter, Facebook, Instagram, LinkedIn, Blog focusing on lead generation
- Monitor and manage the community and content of our social media platforms by researching, writing posts and responses, social listening and tracking systems, including sentiment rating and analysis
- Manage a Blogger outreach program and build an active brand ambassador network
- Utilise social bookmarking initiatives
- Set up campaign calendars, create monthly progress reports and campaign summary reports
- Compile and manage online tracking, reporting and analytics to integrate into relevant leads tracking system
- Manage the overall digital budget as well as monetize the effort by driving community to the website and ensuring focus on lead generation and long term retention
- Manage external agency-produced projects – from briefing, consolidated debriefing and project management to deliver accurately, on time and according to brand standards
- Complete other projects related to growing digital presence, social media communities and lead generation
- Ensure close coordination between all relevant departments such as marketing, call center and inbound sales on a daily basis

LONG TERM POTENTIAL OF THE CANDIDATE

Growth opportunities at Sureswipe are wide and varied. We are a dynamic and growing company that rewards great performance with not only the standard progression (take-my-boss'-job) path, but also offers exciting opportunities in group companies to those wishing to expand their horizons.

REFERENCE REQUIREMENT

External applicants must supply 2 current references (minimum 1 written) at the time of interview.