



WE DELETE BLOOD CANCER

JOB DESCRIPTION

Job Title: Digital Projects Manager	Department: Corporate Communications
Report to: HoD: Community Engagement and Communications	Direct Reports (if any): None

LOCATION: Century City, Cape Town

ABOUT DKMS

DKMS is an international non-profit organization dedicated to the fight against blood cancer. Founded in Germany in 1991 by Peter Harf, DKMS and the organizations over 1000 employees have since relentlessly pursued the aim of giving as many patients as possible a second chance at life. With over 11 million registered donors, DKMS has succeeded in doing this more than 100,000 times to date by providing blood stem cell donations to those in need. This accomplishment has led to DKMS becoming the global leader in the facilitation of unrelated blood stem cell transplants. The organization has offices in Germany, the US, Poland, the UK, Chile, and South Africa.

DKMS Africa is a non-profit organization that recruits blood stem cell donors for blood cancer patients. We give hope of a second chance at life to all patients in South Africa and the continent. As part of the international DKMS Group both doctors and patients benefit from extensive global knowledge, through our network of leaders in stem cell donation.

ABOUT THE CORPORATE COMMUNICATIONS DEPARTMENT

The Corporate Communications Department ensures that the DKMS brand is enhanced amongst the public in the ZA, with the goal of raising awareness and motivating people to register as potential blood stem cell donors. The department holds organisational responsibility for KPIs on online donor registrations.

The department also supports and promotes activities of other departments that, for example, focus on raising funds to match donor registration costs and deliver community volunteering to help raise awareness. In addition, the department also focuses on informing registered potential donors about DKMS news to motivate and engage them over the long term to be available and prepared when a blood stem cell donation is needed.

Digital activity is centred on the DKMS Africa website where all information regarding blood stem cell donation is consolidated, plus social media and other online channels.

The Corporate Communications team is responsible for the ZA marketing & communications strategy and related activities. At a global level, DKMS also runs international marketing projects and initiatives which require local support from each DKMS country. These projects are commonly based or start in DKMS Germany, which will then coordinate the activities before rolling them out across all countries.



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JOB PURPOSE

The role is responsible for the research, development and delivery of the organisation's communications/digital campaigns strategy and plans. The incumbent will work across the whole department and organisation, ensuring compelling, persuasive and effective campaigns are in place to promote the organisation and all aspects of its work to the public, key target groups and relevant healthcare professionals and to ensure that these are delivered on budget, on brief and on time. The incumbent will take the lead towards ensuring that global campaigns are executed.

KEY INTERNAL AND EXTERNAL RELATIONS

- Country Manager
- Head: Community Engagement and Communications
- PR and Communications Manager
- DKMS Digital Team
- Staff within Corporate Communications Department
- Public and potential donors
- Global Corporate Communications Team
- Media – newspapers; television, etc.
- Partner agencies

KEY RESPONSIBILITIES

1. To develop and oversee the delivery of multi-channel marketing plans and 360° campaigns to raise DKMS brand awareness and drive blood stem cell donor registrations and fundraising donations.
2. Manage e-mail marketing campaigns, liaising closely with the global counterpart.
3. Enrolling messenger marketing campaigns.
4. To work closely with communications and PR, donor recruitment and digital marketing colleagues regarding delivery.
5. To lead on the delivery of brand-building activity to increase our audience penetration and retain existing customers in the digital marketing sector.
6. Create campaign reporting and draw conclusions for further campaigns and marketing activities.
7. To source and manage external agencies and suppliers (liaising closely with line manager) developing and maintaining strong relationships and ensuring best value for money.
8. To manage relatively substantial project budgets, liaising closely with the Head of Department on all major expenditure activity.

EDUCATION, EXPERIENCE, AND KNOWLEDGE

- Qualified to degree level (ideally digital marketing related) and at least three years of experience in digital communications and marketing, in a similar role, ideally within the charity sector.
- Experienced in using E-Mail Marketing Systems (Advantage: Mailingwork). Propensity to learn new applications quickly and to a high level of competence.
- Experience with Messenger/SMS Marketing and setting up /developing campaigns. (Advantage: Mailingwork and Bird)
- Demonstrable experience of supporting the delivery of E-Mail- and Messenger Marketing campaigns and other innovative communication strategies using digital marketing channels.
- Experience with 360° campaigns.



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SKILLS AND ABILITIES

1. Ability to think strategically and creatively regarding the long-term development of an organization's digital marketing work and activities.
2. High analytical skills, including web analytics (Like Google Analytics; Advantage: Piwik Pro).
3. Highly numerate with good data analysis/ insight skills and experience preparing reports to build understanding of user behavior.
4. Ability to plan well, work to deadlines, priorities tasks and cope with pressure at times.
5. Able to juggle hands on delivery and reviewing work of others
6. Excellent copywriting and creative skills.
7. Excellent knowledge of the Microsoft Office suite essential.

CORE COMPETENCIES

1. Creative thinker.
2. Proactive, self-motivated and decisive.
3. Ability to prioritise and manage workloads and projects independently and work on own initiative to agreed deadlines.
4. Ability to adapt to new and changing situations
5. Strategic Thinking
6. Organising and planning
7. Numerical abilities
8. Creative and innovative