



WE DELETE BLOOD CANCER

**CAREER OPPORTUNITY
PERMANENT
CAPE TOWN**

Job Title: Digital Marketing Manager	Department: Community Engagement and Communication
Report to: Head of Department: Community Engagement and Communication	Direct Reports (if any): None

ABOUT DKMS

DKMS Africa is a non-profit organization committed to the fight against blood cancer and blood disorders. Guided by hope and driven by science, our mission is to build an ethnically diverse registry of blood stem cell donors, raise public awareness, and support patients throughout their treatment journey. We aim to give every patient a fighting chance at life.

In South Africa, DKMS Africa has a national footprint, with our head office in Cape Town and satellite offices in Johannesburg and KwaZulu-Natal. We recruit donors both online and in person - actively engaging with universities, colleges, and communities, and leveraging social media and digital platforms to amplify education and broaden our reach.

Globally, DKMS was founded in Germany in 1991 by Peter Harf. What began as a personal mission has evolved into a global movement with over 1,500 dedicated employees. Since our inception, we have registered more than 12.5 million donors and facilitated over 100,000 stem cell transplants worldwide - giving patients a second chance at life.

Today, DKMS is the global leader in the facilitation of unrelated blood stem cell transplants, with more than 35% of all registered donors worldwide listed with DKMS. We have offices in Germany, the United States, Poland, the United Kingdom, Chile, India, and South Africa.

Together, we are fighting blood cancer and blood disorders - one donor, one patient, one life at a time.

ABOUT THE CORPORATE COMMUNICATIONS DEPARTMENT

The Communications and Marketing Department at DKMS Africa plays a vital role in enhancing the organization's brand through awareness, education, and campaigns. We partner with organisations various sectors including those in healthcare, education, sports, and civil society. We also collaborate with patients, donors, and ordinary South Africans to broaden our reach and impact.

JOB PURPOSE

The development and implementation of a Digital Marketing plan. Joining the existing Digital Marketing Manager, this role is responsible for the planning, implementation, and management of the organisation's digital marketing channels – including the website, as well as to maintain, enhance and analyse the DKMS presence across multiple digital marketing channels. To recruit potential blood stem cell donors and inform the public on the need for money donations and encourage people to volunteer, through various digital marketing activities, campaigns, and initiatives.



WE DELETE BLOOD CANCER

KEY INTERNAL AND EXTERNAL RELATIONS

1. Corporate Communications and Fundraising Team.
2. Digital counterparts in the other DKMS entities.
3. Donor recruitment, medical, HR, finance, and admin/data teams.
4. Blood stem cell donors, patients, volunteers, and external organisations and partners

KEY RESPONSIBILITIES

1. To implement the digital marketing strategy. in collaboration the relevant internal stakeholders in the planning and implementation of agreed KPIs and activities covering the following:
 - Develop and implement a digital marketing plan for DKMS ZA.
 - Develop paid and organic channels strategies.
 - Take the sole lead on the implementation and development of SEO/GEO strategies for DKMS ZA
 - Manage PPC channels, like Google Ads, and ensure they are cost effectively implemented.
 - Take responsibility for the web analytic tools to measure, analyse and report on the digital impact of integrated marketing campaigns and programs.
 - Analyse trends to identify new opportunities and improve campaign performance.
 - Website management and content development.
 - Manage linktree.
 - Provide guidance to enhance donor recruitment, financial donations and patient appeals/ drives by using data analytics for inform key decisions.
 - Ability to produce high-quality written reports on digital marketing matters for internal management purposes.
 - Keep up to date with innovative digital marketing developments and share learnings with the Marketing & Communications Team.

EDUCATION, EXPERIENCE, AND KNOWLEDGE

1. Relevant B Degree qualification.
2. At least three years' experience in digital communications and marketing, in a similar role, ideally within the NPO sector.
3. Demonstrated track record in using Content Management Systems (advantage: kontent.ai).
4. Demonstrated track record in the use of owned social media platforms. , e.g., X, Facebook, Instagram, LinkedIn, and social media management tools
5. Good analytical skills, including web analytics.
6. Experience in SEM and setting up /developing search and display campaigns.
7. Good project management skills.
8. Demonstrable experience of supporting the delivery of integrated campaigns and innovative communication strategies using digital marketing channels.
9. Excellent content, copywriting and creative skills.
10. Excellent knowledge of the Microsoft Office suite essential and experience in Photoshop will be an advantage.
11. A proactive, flexible and friendly manner, with good team-working skills.
12. Willingness to travel internationally on limited occasions.
13. Desirable, but not essential: Experience in using Drupal CMS and basic HTML/coding skills.
14. Desirable, but not essential: good understanding and ideally, the experience of UX strategy and design principles



WE DELETE BLOOD CANCER

SKILLS AND ABILITIES

1. Ability to interpret the overall communications strategy develop and implement the digital marketing plan and activities.
2. Good knowledge of relationship database technology and its application in a digital marketing context.
3. Demonstrable previous success with SEO/PPC and setting up /developing Google Ads.
4. Good project management skills.

CORE COMPETENCIES

1. Conceptual thinking ability
2. Innovation and Creativity
3. Highly numerate, with solid data analysis/insight skills, including Google Analytics, to enable a good understanding of user behaviour.
4. Cross-departmental working and stakeholder relationship management skills.
5. Planning and organising - Able to juggle hands-on delivery, while reviewing the work of others.
6. Excellent communication (verbal and written) and interpersonal skills both verbal and written.
7. Agility - A proactive, flexible, and friendly manner.
8. Commitment to the DKMS mission.
9. Excellence/ Quality Orientation

If you don't hear from us within 10 business days after the closing date, please consider your application unsuccessful.

Appointment will be made in line with our Employment Equity Plan, preference will be given to Coloured and African Males, however, we encourage all persons from designated groups to apply.

Interested applicants are invited to submit their CV to careers@dkms-africa.org

CLOSING DATE: 15th August 2025