



WE DELETE BLOOD CANCER

JOB DESCRIPTION

Job Title Digital Marketing Manager	Department Corporate Communications
Responsible to HOD: Community Engagement and Communications	Direct Reports None

LOCATION

Century City, Cape Town – Office based position with some travel and field work, additional hours may be required, notice and time off in lieu will be given.

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 planning, implementation, and management of the organisation's digital marketing channels, 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.

KEY INTERNAL AND EXTERNAL RELATIONS

- Senior staff within the Corporate Communications Team.
- The wider Marketing and Communications Team.
- Digital counterparts in the other DKMS organisations overseas.
- Donor recruitment, medical, fundraising, HR, finance, and admin/data teams.
- Blood stem cell donors, patients, volunteers, and fundraisers
- Counterparts in other organisations

KEY RESPONSIBILITIES

To implement the digital marketing aspects of the DKMS Africa marketing and communications annual plan (and as relevant, global/international activity) and working closely with the Social Media Manager, in the planning and implementation of agreed plans and activities covering the following key activity areas:

- Act as project manager for the development of the DKMS Africa website, proactively propose new ways to recruit new stem cell donors and money donations and making sure, that the website is always state-of-the-art
- Act as the website editor. Maintain and keep the DKMS Africa website up to date, draft copy and/or editing supplied copy.
- Lead development of SEO/SEM, PPC, and Google AdWords strategy and projects
- Create, manage budget, and optimize campaigns for SEA/ Pid Goggle.
- Generate new content and deliver website changes (directly via the CMS or in liaison with the global counterpart).
- Capture website requirements from all departments and prioritise them together with the global product owner.
- Keep up to date with innovative digital marketing developments and share learnings with the Marketing & Communications Team.
- Take the sole lead on the web analytic tools to measure, analyse and report on the digital impact of integrated marketing campaigns and programs.
- Take the sole lead on the implementation and development of SEM. Act as lead liaison point with current/future supporting agencies.
- Analyse trends to identify new opportunities and improve campaign performance.
- Support the Social Media Manager in the management of our social media channels (e.g. during social media peaks, absence of the Social Media Manager), generating content, proof-reading copy, responding to comments and helping to plan and implement social media initiatives.
- Liaise with global counterpart and maintain a close working relationship.
- Any other duties as requested by the Marketing and Communications Team Lead and Head of Department.



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EDUCATION, EXPERIENCE AND KNOWLEDGE

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- 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 Content Management Systems (advantage: kontent.ai). Propensity to learn new applications quickly and to a high level of competence.
- Experience in SEM and setting up /developing search and display campaigns. (Google Ads)
- Demonstrable experience of supporting the delivery of integrated campaigns and innovative communication strategies using digital marketing channels.
- Good understanding and ideally, the experience of UX strategy and design principles

SKILLS AND ABILITIES

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

CORE COMPETENCIES

1. Conceptual thinking ability
2. Innovation and Creativity
3. Cross-departmental working and stakeholder relationship management skills.
4. Planning and organising - Able to juggle hands-on delivery, while reviewing the work of others.
5. Excellent communication (verbal and written) and interpersonal skills both verbal and written.
6. Agility - A proactive, flexible, and friendly manner.
7. Commitment to the DKMS mission.
8. Excellence/ Quality Orientation