

## Job Specification - Digital Channels Manager

### Select Advisors (Pty) Limited

#### Reporting Line

The incumbent will report to the Chief Executive Officer.

#### Key Deliverables of the Digital Channels Manager

1. Manage Digital Channels:
    - a. Social media management:
      - i. Establish social media pages on identified channels once agreed upon.
      - ii. Manage sales campaigns across social media platforms, ensuring that the results achieve the targets set.
      - iii. Investigate and recommend new approaches and channels.
      - iv. Manage content creation and publishing across platforms and for multiple accounts. This will include but not be limited to:
        - I. Putting together content creation and publishing calendar for all accounts.
        - II. Working with team to create content for all accounts and ensure regular updates which are essential.
      - v. Monitor and manage in-countries involvement. This will include but not be limited to:
        - I. Ensuring that comments are attended to within SLA.
        - II. Ensuring direct messages are responded to within SLA.
        - III. Involvement in content creation.
        - IV. Ensuring that potentially harmful responses are promptly identified, dealt with and removed.
    - b. Website management:
      - i. Involvement with the design of the Company's and other internal business units' websites.
      - ii. Update the website and associated information on an ongoing basis.
      - iii. Create and manage business campaigns aimed at achieving set sales volumes per channel, then drive sales in each channel through targeted interventions.
      - iv. Manage website campaigns.
      - v. Monitor website activity and traffic and report on same.
    - c. Reporting:
      - i. Send out and manage defined reports for each channel.
      - ii. Recommend new reporting aimed at providing a higher level of monitoring and responsiveness to operational variations.
      - iii. Provide backup for daily business reporting.
  2. Establish and maintain relationships with clients, technology and support partners both internally and externally.
  3. Assist with market research and understand customer needs. Perform competitor, sector, industry and global trend analysis.
  4. Define and set the digital strategy, working with both internal and external stakeholders to build and communicate the strategic importance of digital while aligning with broader organizational strategy.
  5. Develop data-driven analyses to surface new opportunities to differentiate and improve products and user experiences, ensuring consistency across digital products, services, and channels.
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6. Design and build appropriate digital solutions.
7. Design and build features and solutions including but not limited to sales and service-related features across digital channels.
8. Ensure integration and alignment of digital solutions in the context of a multichannel framework as defined by the agreed brand head.
9. As subject matter expert on the team keep up to date with the latest developments in the digital space.
10. Understand competitor strategies and their positioning in respect of digital channel solutions.
11. Stay abreast with user experience practices, accepted user experience design standards and methods to ensure solutions are customer-led based on customer needs and not just technology driven).
12. Identify shortcomings in existing business practices, then suggest and implement improvements.
13. Design solutions that are customer centric.
14. Stay abreast with continuous delivery and agile practices; working in cross functional/multidisciplinary teams.
15. Lead development of business cases to quantify current costs, justify project investment and identify the return on investment.
16. Discuss and recommend technical developments to improve quality of the website/portal/applications software and supporting infrastructure to better meet user needs.
17. Together with IT, ensure the best possible use of technology to lower the cost of service whilst providing scalability and access via other channels.

## **The Candidate**

We seek the following in our desired candidate:

### ***Qualification Requirement***

A relevant degree such as a BCom Business or BSc Information Technology is essential.

### ***Experience / Background Preference***

1. The company will only look at candidates who have no less than THREE years relevant, working experience in a similar role.
2. Demonstrable capability in social media and website content management is essential, together with a high degree of IT ability.
3. Experience in a similar role within the Financial Services Industry will be highly advantageous.
4. Candidates with experience in supporting financial systems, with specific focus on business process and reporting will be given priority.
5. An excellent command of English, both written and verbal, is a requirement of the job.

### ***Key Competencies***

The successful candidate will need to demonstrate the following:

1. Ability to gain technical knowledge on key systems quickly.
2. Ability to work in a structured and disciplined manner, finding permanent solutions to problems and challenges when they present.
3. Challenge the status quo in order to achieve a culture dedicated to continuous improvement and best practices.
4. Ability to extract relevant information from users and convert it into technical executables.
5. Apply a systematic and logical approach in order to achieve accurate results.
6. Be alert to changing situations, show flexibility in approach, adaptability in difficult circumstances and continuously strive to achieve meaningful results.
7. Ability to analyse information, pick up inaccuracies and take corrective actions to prevent future occurrences.

8. Ability to facilitate communication between technology vendors, internal Group IT and Business users is vital.
9. Ability to juggle numerous tasks simultaneously (requiring effective co-ordination and communication).
10. Ability to work in a high-pressure environment and to meet deadlines.
11. Ability to work with different cultures and personalities.
12. Have drive, assertion and the ability to communicate with others in a logical manner.
13. Be assertive and have the ability to execute agreed tasks and deliverables.
14. Be logical, analytical and accurate in the preparation of information.
15. Strict attention to detail.

### **Location**

The position is based at our Johannesburg office located at Illovo Edge Office Block, Building 4, 9 Harries Road, Illovo, Sandton.

By nature of the group, travel will be required from any staff member of the company from time to time. In this particular role the successful candidate should be prepared to travel as and when required.

### **Compensation**

An annual cost to company remuneration package, which will be commensurate with the technical skills and experience of the successful candidate.

Please forward applications to Tracey Strong: [strongt@africanalliance.com](mailto:strongt@africanalliance.com)

If you do not hear from us within two weeks, please consider your application for this particular vacancy unsuccessful. In this instance, please be assured that we shall retain your application and will be in touch should a suitable opportunity arise in the future.