



Job Specification

Brand Manager

Employment status: Permanent
Reporting to: Marketing Lead
Location: JHB

About Healthbridge

As Healthbridge we exist to transform healthcare to enhance people's lives. We creatively look for ways to make healthcare more affordable, accessible, and effective for everyone. Our innovative solutions ensure that patients, healthcare providers, and other role players in the healthcare ecosystem benefit by collaborating together.

We seek high performers with a positive, growth mindset who will thrive in a culture based on strong values, accountability, openness, collaboration, and no politics.

About the team

Department: Client Experience (CX)

The Purpose of the Client Experience (CX) department is to deliver a consistent & remarkable client experience from cradle to grave, across all client touch points. Our CX team does this to achieve sustained business growth, promote client loyalty, and encourage brand advocacy.

To deliver this Purpose, we:

- Design & deliver CX with digital flare to make it super simple for our clients to engage with us and get what they need when they need it.
- Are focused on continuously delivering value to our clients.
- Relentlessly measure & monitor our CX.

Team: Marketing

The Marketing Team resides within the broader Client Experience department. Our role is to:

- Get the market excited to sign up for, as well as deeply understand & adopt our value offerings



About Growth

Growth opportunities at Healthbridge are wide and varied, with excellent growth opportunities within the role itself to become a specialist. 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 to those wishing to expand their horizons.

About the Job

Role/Purpose

Your creativity and implementation skills are required to conceptualise, develop, manage, and execute marketing plans and initiatives within our retention portfolio, to ensure we:

- Successfully retain our clients
- Grow our client base
- Drive and deepen the adoption of new products/services
- Deliver a consistent client and brand experience across all touchpoints
- Build the Healthbridge brand - both externally for clients and internally with bridgians

Marketing lead on internal campaigns that drive, build, and entrench our brand promise. Internal communications are key to ensuring 'bridgians are communicated to at the right times so that they know what is happening in the organisation. At a deeper level, success in this role can assist 'bridgians to truly internalise the Healthbridge brand promise and how their role contributes towards building the brand.

Identify trends and insights, and optimise spend and performance based on the insights of these across marketing channels.

Description

- Management of marketing briefing process with business to ensure alignment of marketing deliverables to business' expectations
- Compile, plan, and execute all marketing & communication plans deliverables via multi communications channels (digital, social, and traditional) to achieve the required outcomes
- Share learnings and areas of development with the marketing team and stakeholders to ensure these are applied going forward



- Identify and implement potential co-marketing opportunities
- Develop required marketing collateral (digital & print). Heavy emphasis on content/copywriting development
- Ensure brand consistency across all collateral created (digital and print)
- Proactively gather and analyse marketing, competitor, and product usage information to identify trends and gaps required for effective planning.
- Share these trends and insights on best practices and opportunities with the team and broader business
- Work with the graphic designer or external suppliers to bring the visual brand elements to life creatively and compellingly that is aligned to our brand
- Report on monthly targets, delivery to strategic and operational initiatives to internal stakeholders (and marketing team) in line with expected outcomes
- Maintain and report on monthly marketing expenditure - budget vs. actual
- Develop and implement internal communications strategy that engages bridgians
- Ensure that internal messages are consistent and aligned with the external messages
- Reports to the Marketing Lead

Job Requirements

Qualifications & Experience

- Business or marketing-related degree
- 3 -5 years experience in a brand management role
- Experience with conceptualising and implementing through-the-line marketing plans and initiatives is essential.
- Management of marketing suppliers including marketing, design, social media, and research agencies
- Marketing of technology services to small businesses is highly advantageous
- Marketing to Healthcare service providers is highly advantageous

Knowledge and Skills

- Knowledge of the principles and methods of brand management
- Possess a strong passion for branding and technology
- Understanding of acquisition and retention marketing dynamics
- Passionate about building the Healthbridge brand internally



- Have the ability to extract a tight brief to ensure all stakeholders adhere and deliver to deadlines
- An in-depth knowledge of consumer behaviour related to technology adoption
- Omni-channel expertise and knowledge to maximise channels potential and drive success
- An understanding of cloud technology and user interfaces.
- An in-depth knowledge of consumer research and insight-gathering
- Understanding of the creative process
- Brand application across multiple marketing channels
- Knowledge and use of design software (e.g. Adobe Photoshop) will be highly advantageous
- PC literate (incl. MS Office Suite as well as G-Suite)
- An in-depth understanding of traditional and digital marketing landscape
- Comfortable with CRM systems for management of marketing reporting, campaigns and marketing leads (Salesforce or similar)

Behavioural Competence

- Strong purpose-driven value system – aligned to the Healthbridge Vision and Purpose
- Embrace and live to the Healthbridge values
- Think and act strategically
- Structured thinker, communicator and executor
- Work well and build relationships with cross-functional teams and ensure collaboration and buy-in from a wide range of stakeholders
- Able to work individually or in a team
- Problem solve effectively
- Be analytical and detail-oriented
- Ability to listen, understand and interpret
- Be a creative and an out-of-the-box thinker
- Get their hands dirty - this position requires strategic planning, as well as implementation/execution on the plan.
- Be self-motivated and enthusiastic
- Be persuasive
- Be output and results-driven
- Be resilient and work well under pressure
- Deadline-driven, while maintaining attention to detail



- Proactive, information-seeking nature
- Self-confident, assertive
- Commitment to delivering value to the internal and external client
- Tech savvy and forward/future thinking
- Has a growth mindset attitude
- Continual learning

Technical competence

- Excellent written and communication skills
- Ability to compile and execute marketing plans
- Excellent organisational, analytical, and project management skills
- Results and performance-oriented with an ability to measure the effectiveness and business value of specific marketing initiatives
- Strong Microsoft Office as well as G-Suite skills
- Understanding of the latest trends and developments in marketing