



Job Specification

Brand & Operations Manager

Employment status:	Permanent
Reporting to:	Marketing Lead
Division:	Client Experience (CX) / Marketing
Location:	Johannesburg

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 Marketing Team resides within the broader Client Experience (CX) department. Our purpose is to get the market excited to sign up for, as well as deeply understand and adopt, our value offerings. We are currently expanding to better support our specialised business units (**Meraki, Healthbridge Bureau, Strategic Relations, and Integrated Services**).

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, technical curiosity, and implementation skills are required to:

- **Drive Growth:** Manage the full-funnel marketing (Acquisition and Retention) for the **Healthbridge Bureau** and the **Value Added Services** portfolio.
- **Modernise Operations:** Act as the team's "Enablement Lead," identifying and implementing AI tools and automated processes to improve team efficiency.
- **Coordinate Experience:** Manage the centralised campaign governance process to ensure a consistent, non-overlapping experience for our doctor audience across all business units.

Description

- **Portfolio Management:** Compile, plan, and execute all marketing and communication deliverables for the **Healthbridge Bureau** business unit and the **Value Added Services** portfolio (e.g., Retail Capital, EngageMX, and new pilots).
- **Cross-Functional Governance:** Establish and maintain a **Centralised Campaign Calendar**. Work as a strategic partner to the **Meraki** and **Strategic Relations** Brand Managers to ensure seamless campaign scheduling and segmentation.
- **Marketing Enablement:** Proactively audit "traditional" marketing processes and implement modern alternatives using AI tools (for content, data, or research) and automation stacks (Zapier, CRM workflows).
- **Full-Funnel Execution:** Manage the lead generation journey for **Healthbridge Bureau**, from initial awareness (Acquisition) to deepening adoption within the existing base (Retention).
- **Content & Collateral:** Develop high-quality marketing collateral with a heavy emphasis on technical copywriting and digital-first content.
- **Stakeholder Alignment:** Manage the briefing process with the **Healthbridge Bureau** and **Value Added Services** business unit heads to ensure marketing delivery aligns with their commercial targets.
- **Reporting:** Maintain and report on monthly expenditure and campaign performance (ROI, conversion rates, and adoption metrics).



Job Requirements

Qualifications & Experience

- Business or Marketing-related degree.
- 5+ years of experience in a Brand Management or Marketing Operations role.
- **Proxy Tech Experience:** Proven experience with Marketing Automation (e.g., Salesforce, HubSpot) or workflow automation tools.
- **AI Literacy:** Demonstrated practical use of AI tools (GenAI for content, analysis, or productivity) within a professional marketing environment.
- Experience marketing technology/professional services to B2B or small business audiences (Healthcare experience is a major advantage).

Knowledge and Skills

- Strong understanding of both Acquisition and Retention marketing dynamics.
- **Systems Thinking:** Ability to design a process from scratch (e.g., a lead hand-off or a campaign booking system).
- **Technical Copywriting:** Ability to translate complex service offerings into simple, value-driven messaging.
- **Data Fluency:** Comfortable using data to identify trends and justify marketing spend.
- Understanding of the creative process and agency/supplier management.

Behavioural Competence

- **Growth Mindset:** Naturally seeks out new ways of doing things; an early adopter of tech.
- **Collaborative Diplomat:** Able to navigate competing priorities from different business units without creating friction.
- **"Gets Hands Dirty":** Equally comfortable with high-level process design and tactical campaign execution.
- **Structured Thinker:** Highly organised, detail-oriented, and able to manage a complex matrix of tasks.



Technical Competence

- **MarTech Proficiency:** Advanced ability to navigate and configure CRM systems (e.g., Salesforce) and marketing automation platforms to track lead lifecycles.
- **AI Tool Integration:** Proficiency in using Generative AI and LLMs to accelerate content production, data synthesis, and workflow automation.
- **Process Mapping:** Ability to use visual flow-charting or project management tools (e.g., Monday.com, Trello, or Lucidchart) to document and standardise marketing operations.
- **Data Analytics:** Ability to interpret Google Analytics, social media insights, and internal product usage data to report on ROI and campaign effectiveness.
- **Digital Stack Management:** Familiarity with CMS platforms (e.g., WordPress), SEO principles, and the logic of "low-code" automation tools (e.g., Zapier) to connect disparate marketing systems.
- **Advanced Google Workspace/Microsoft Office:** Specifically, advanced Excel/Sheets skills for budget management and data segmentation.

Our ability to create and deliver innovative healthcare solutions lies with our talented workforce - our 'bridgians. We recognise the importance of creating an inclusive workplace where diverse talents and perspectives can thrive. As an equal opportunity employer, we encourage applications from people with disabilities.