



Job Specification

Retention Brand Manager

Employment status: Permanent
Reporting to: Marketing Lead
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 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.

Role/Purpose

Your creativity and implementation skills are required to conceptualise, develop, manage, and execute marketing plans and customer success initiatives within our retention portfolio. Given we have multiple business units in the corporate, you will act as the "guardian of the Meraki & Integrated Services (IS) Client Experience," with a focus on:

- Strategic ownership of the retention lifecycle for our core platform software and switching clients.
- Deepen relationships with our core platform users, ensuring they don't just stay with us, but become "power users", advocates, and long-term brand loyalists.
- Drive feature engagement and craft campaigns that help doctors extract maximum value from the software they already use.
- Act as the client experience gatekeeper & managing the centralised campaign calendar, ensuring cross-product promotions do not compromise the core platform experience or lead to communication fatigue.
- Deliver a consistent client and brand experience across all touchpoints.
- Build the Healthbridge brand internally, acting as the marketing lead on internal communications so 'bridgians truly internalise our brand promise and understand how their role contributes toward building it.
- Identify trends and insights, and optimise spend and performance based on the insights of these across marketing channels.

Description

- **Meraki & IS Retention Management:** Strategy and execution of multi-channel retention campaigns to protect the base and minimise churn across core product lines.
- **Product Adoption & Feature Engagement:** Develop targeted campaigns and communications that educate existing client cohorts on feature utility, driving deeper platform engagement.



- **Client Experience & Airtime Governance:** Maintain and govern the Centralised Campaign Calendar for the existing client base; review and approve promotional requests from other business units to protect the doctor experience.
- **Content & Copywriting:** High-impact copywriting and collateral development (digital & print) designed to drive product adoption, loyalty, and brand advocacy.
- **Internal Communications Strategy:** Develop and execute an engaging internal communication strategy that keeps 'bridgians aligned, informed, and connected to the Healthbridge vision and brand promise.
- **Insight & Trend Analysis:** Proactively gather and analyse product usage data, client feedback, competitors, and retention metrics to identify churn risks and optimisation opportunities.
- **Cross-Functional Collaboration:** Partner with Graphic Designers, Product Managers, fellow Brand Managers, Client Experience teams, and external agencies to bring campaign concepts to life.
- **Briefing Management:** Manage the marketing briefing process with internal stakeholders to align deliverables with strategic retention goals i.e. ensure alignment of marketing deliverables to business' expectations.
- **Reporting & Expenditure:** Monitor, manage, and report on monthly marketing expenditure (budget vs. actual) as well as retention, adoption, and campaign targets.
- **Reporting Line:** Reports directly to the Marketing Lead.

Job Requirements

Qualifications & Experience

- Business or marketing-related degree
- 3 -5 years experience in a brand management role; ideally retention-focused experience.
- Experience with conceptualising and implementing through-the-line marketing plans and initiatives is essential.
- Agency and supplier management experience.
- Experience in marketing tech/SaaS solutions or B2B software to small businesses is highly advantageous.
- Marketing experience within the Healthcare sector is highly advantageous.



Knowledge and Skills

- Deep understanding of retention marketing dynamics, Client Lifetime Value (CLV), and customer churn prevention.
- In-depth knowledge of consumer behaviour related to technology adoption and feature engagement.
- Ability to govern campaign frequency and maintain a balanced omni-channel comms cadence across multiple initiatives.
- Strong passion for technology, branding, and user interface/experience (UI/CX).
- Excellent copywriting capabilities with a strong emphasis on content development.
- Passionate about driving internal brand culture and internal communication.
- Understanding of consumer research, product usage data, and insight-gathering.
- Familiarity with CRM systems (e.g., Salesforce, ActiveCampaign, or similar) for campaign management and reporting.
- An understanding of cloud technology and user interfaces.
- Ability to extract a tight brief to ensure all stakeholders adhere and deliver to deadlines
- An in-depth knowledge of consumer research and insight-gathering
- Understanding of the creative process
- Consistent brand application across multiple marketing channels
- An in-depth understanding of traditional and digital marketing landscape
- High proficiency in Google Workspace / MS Office Suite.

Behavioural Competence

- **Client Loyalty Focus:** Dedicated to delivering exceptional value and experiences to existing clients.
- **Structured Thinker & Gatekeeper:** Possesses the diplomacy and structure to manage competing campaign priorities across business units.
- **Hands-on Executor:** Balanced between strategic thinking and tactical execution. Must be willing to "get hands dirty" with day-to-day execution.
- **Collaborator:** Excellent relationship-building skills across cross-functional teams (Product, CX, Sales).
- **Analytical Mindset:** Detail-oriented with a drive to find the story in product usage metrics and retention data.
- **Creative Problem Solver:** Ability to think out-of-the-box to re-engage quiet or low-usage client cohorts.



- **Purpose-Driven:** Fully aligned with the Healthbridge Vision, Purpose, and values.
- **Resilient & Growth-Oriented:** Self-motivated, adaptable under pressure, with a continuous learning mindset.
- **Persuasive & Confident Communicator:** Possesses the gravitas, strategic confidence, and persuasive messaging skills to pitch creative ideas, articulate marketing strategies clearly, and gain active buy-in from cross-divisional senior managers and key stakeholders
- **Tech-Savvy & Forward-Thinking:** Naturally curious about digital trends, emerging platforms, and modern MarTech; proactively seeks forward-thinking ways to leverage technology to enhance client retention and engagement.
- **Output & Deadline-Driven:** Holds a rigorous grip on project timelines and deliverables within a complex, multi-faceted portfolio; highly disciplined under pressure to ensure campaigns deploy punctually without sacrificing quality or attention to detail.

Technical competence

- Excellent written and communication skills
- Ability to compile and execute marketing plans
- Strong organisational, analytical, and project management skills
- Ability to measure the effectiveness and business value of specific marketing initiatives
- Understanding of the latest trends and developments in marketing