

# CAREER OPPORTUNITIES



SBM is a leading financial services group in Mauritius, with a growing presence in the region, namely in Kenya, India and Madagascar. We serve a client base of more than 875,000 across the corporate, retail and high net worth segments and we provide adapted financial solutions supported by multi-channel capabilities within a universal banking model. The strategy of the Group revolves around modernisation and diversification of its offering, expansion of its markets, enhancement of capabilities prominently with respect to human capital, and effective risk management.

Our employees – currently more than 2,500 across the Group – are at the heart of our growth strategy. In our quest to be the employer of choice, we are laying increasing emphasis on developing and nurturing talent. SBM aims to become a reference in creating talent for a smarter tomorrow.

Open your door to success by joining us in the following challenging position:

## Digital Marketing Officer - Marketing and Communications

### Job Purpose:

Reporting to the Marketing Lead and the Head of Marketing, the Digital Marketing Officer will be responsible for developing and executing the digital marketing strategy of SBM.

### Key Responsibilities:

- Develop the digital marketing strategy that will guide all actions on all digital marketing channels
- Design and execute the following digital marketing functions: search engine marketing, search engine optimization, social media marketing, email marketing, mobile marketing, digital display advertising and digital marketing analytics among others
- Develop digital marketing plan in collaboration with other peers in marketing department and monitor the campaign to reach the desired results
- Collaborate with different lines of business and agency to develop the content strategy for social media to achieve the desired engagement level
- Support Customer Service Management through social media
- Measure and prepare analytics report on all metrics such as impression, clicks, lead generation, engagement and conversion amongst others for all digital marketing activities and website
- Social Media Management and preparation of social media reports such as social media listening reports amongst others
- Project management for website development, maintenance, search engine optimization of website on search engine results page and improving online customer experience
- Content strategy development for search engine optimization of website and using the content management system to add and update contents on the website
- Create and run traditional marketing campaign, events management and other marketing activities as and when required

### Qualifications, Experience & Skills:

- Bachelor's degree in Marketing, Digital Marketing, or related field
- Minimum of 2 years' experience in Digital Marketing
- Creative thinker and storyteller
- Passion for creativity and technologies
- Analytical skills to use digital marketing analytics to gauge the success of all digital marketing activities
- Fluent in spoken and written English and French

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If you believe in taking new challenges with the right mindset, please refer to our website for full details and complete our online application form on [www.sbmgroup.mu/vacancies](http://www.sbmgroup.mu/vacancies) by Friday, 07<sup>th</sup> October 2022.

We thank you for your interest and invite you to grow with us.

Kindly note:

All applications will be dealt with in strict confidence.

Please favour online application.

The Group reserves the right to call only the best candidates for interview OR not to fill this position following this advertisement.

SBM is an equal opportunity employer.

One step in the right direction and a giant leap for your career.