

Marketing Manager

Remuneration:	market-related
Location:	George
Job level:	Management (Jnr - Mid, 1-4 yrs)
Type:	Permanent
Reference:	#BH-238
Company:	Badger Holdings

Job description

About Us:

Pacific International Insurance is a dynamic cross-Tasman company that operates as part of a respected global insurance organisation. We have a diverse portfolio of direct insurance brands and wholesale insurance brands (distributed through Binder / Underwriting Partners), delivering for policyholders across Australia and New Zealand.

With the strong foundation of our parent company, Badger Holdings SA, we continue to forge ahead in delivering trusted, quality insurance products to our clients, with full international endorsement.

The opportunity:

Pacific International Insurance is seeking to appoint a suitably experienced Marketing Manager, with the purpose of leading and managing a dynamic remote marketing team, effectively communicate with internal and external stakeholders, and oversee the development and implementation of marketing campaigns that drive brand awareness, engagement, and business growth.

This role requires a strategic thinker with strong leadership skills and the ability to navigate the complexities of the global market, particularly focusing on the Australia and New Zealand regions.

The Marketing Manager at Pacific International Insurance plays a crucial role in driving the company's marketing strategy and execution, ensuring alignment with the organization's goals and objectives.

What are the duties and responsibilities?

- **Team Leadership and Management:** Lead and manage a remote marketing team, ensuring high performance, effective collaboration, and continuous development.
- **Stakeholder Management:** Build and maintain strong relationships with senior stakeholders within the Pacific Group. Understand and brief marketing requirements to the team, ensuring alignment with our strategic objectives.
- **External Stakeholder Engagement:** Liaise with external stakeholders based in Australia and New Zealand to ensure our marketing strategies are aligned and effectively implemented across these regions.
- **Workflow and Priority Management:** Oversee the marketing team's workflow, ensuring tasks are prioritized effectively and deadlines are met. Manage resources efficiently to maximize productivity and impact.
- **Reporting:** Develop and present comprehensive reports on marketing activities, outcomes, and ROI. Use data to inform decision-making and strategy adjustments.
- **Budget Control:** Track and report on marketing budgets and spend.

Requirements

The essentials you will need:

- Bachelor's degree in marketing, Business, or a related field.
- 3+ years' experience as a Marketing Manager or in a senior marketing role.
- Strong leadership skills, with experience managing remote teams.
- Excellent communication and interpersonal skills, with the ability to manage senior stakeholders effectively.
- Demonstrated ability to manage external stakeholders, ideally with experience in international markets.
- Proficient in managing marketing workflows and prioritizing tasks to meet business objectives.
- Experience in developing and presenting reports on marketing activities and outcomes.

Technical Proficiencies:

High-level understanding of the following systems or platforms will be highly beneficial:

- MS Office.
- Complete Google suite (Analytics, Ads, Looker Studio etc).
- Meta.
- SEMrush.
- HubSpot.
- WordPress.
- MS Planner, Monday.com or similar Project Management tools.
- MS Teams or Slack.

Other important information:

The successful candidate will also need to consider the following:

- Although the team being managed is mostly remote, the preference is that the manager would be based in George, South Africa, or willing to relocate.
- The candidate should have the ability to work flexible hours to accommodate international time zones when required.
- As a member of the Badger Holdings Group, we share a common purpose. We exist to provide *Soft Landings* to our people, policyholders, and communities.

Posted on 19 Apr 16:17, Closing date 18 May

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