



# BLOOMABLE

Oct 13, 2021

## INTERIM MARKETING MANAGER

BLOOMABLE is an online marketplace for flowers and gifting in South Africa. We connect people looking to buy fresh flowers and beautiful gifts to our product partners who create them. We support nearly 160 local businesses throughout the country, and to date, we have delivered over 50 000 moments of happiness.

We are recruiting an interim Marketing Manager to join our team on a 6-9 month basis while our regular marketing manager is on maternity leave.

The successful candidate will report directly to the acting managing director. They must have a strong understanding of ecommerce, digital marketing tactics, email marketing, SEO and social media, as they will be responsible for implementing brand content strategies and overseeing e-commerce campaigns across multiple channels.

This position has no specific location requirement and is available on a work-from-home basis. The marketing manager's primary goal is to meet e-commerce revenue targets and increase overall channel revenues.

### RESPONSIBILITIES:

- Market research, especially market size, segments, competitive analysis for Bloomable;
- Marketing strategy preparation for Bloomable, especially competitive differentiation, positioning, pricing, value proposition;
- Grow e-commerce channel revenues
- Campaign planning & management for Bloomable, including social media, content, email, PR & paid digital media, with the assistance of specialists, where relevant;
- Manage the work of specialist marketing service providers, especially PR, SEO, copywriting, web development;
- Work with web development agency to manage and oversee implementation of website fixes, and implementation of new technical requirements
- Plan, write, edit and schedule blog articles and website copy
- On-going website optimization

### QUALIFICATIONS:



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- Bachelor's degree with marketing major
- Post-graduate marketing qualification preferred

## **SKILLS AND EXPERIENCE:**

- Strong data analysis skills essential
- Strong English written and verbal communication skills
- Strong English copywriting and editing skills preferred
- Meticulous – high attention to detail, very well organized
- 5-10 years' post-university digital marketing work experience
- High fluid intelligence (problem-solver)
- Capable of switching easily between thinking strategically and acting operationally (strong operator)
- Strong e-commerce experience essential
- Experience with mailing software such as Everlytic, MailChimp, etc
- WordPress and basic website back-end knowledge
- Experienced with Google Analytics (ability to set up ecommerce funnels)
- Experience with on-page SEO (copywriting, blogging, optimizations)
- Knowledge of basic design (Photoshop) - a bonus
- Experience with B2B marketing a bonus

## **SALARY AND EMPLOYMENT BENEFITS:**

- Monthly consulting retainer negotiable based on skills, experience & time commitment (minimum 40hrs per month)

This is a temporary intermediate-level management position with a management experience requirement. Please send your comprehensive CV to [work@newtownpartners.com](mailto:work@newtownpartners.com).

Applicants should ideally be located within an hour or 2 of GMT+2 to work the same office hours as our Cape Town team, but can be located (almost) anywhere. If you do not receive a reply to your application within 2 weeks, you may assume that it has been unsuccessful. Preference will be given to applications from economically disadvantaged groups and female candidates to satisfy our diversity goals.