

# The perfect blend



DGB is one of South Africa's largest independent wine and spirit producers and distributors. We would love to hear from you if you are passionate about anything that moves. We are looking for highly dedicated and passionate **Digital Brand Manager – Wine** to join our winning team at DGB.

## COMPANY OVERVIEW

Our history and true roots span a period of over 300 years of winemaking where it began on the farms Boschendal and Bellingham in the Cape Winelands. DGB (Pty) Ltd was formally established in 1990, which led to several acquisitions with Boschendal in 2005, Franschoek Cellars in 2008, Brampton Wines in 2010, Fryer's Cove in 2020 and most recently Backsberg in 2021. DGB is one of South Africa's largest independent wine and spirit producers and distributors, also representing some other carefully selected highly regarded brands. Our vision is to grow our industry position as a leading South African liquor company, both locally and abroad. More information can be found at [www.dgb.co.za/](http://www.dgb.co.za/)

## QUALIFICATIONS & EXPERIENCE REQUIRED

- Demonstrable experience leading and managing SEO/SEM, writing ability, strategic thinker, marketing database, social media;
- Solid knowledge of website analytics tools, (e.g.: Google Analytics, Hootsuite Enterprise etc);
- Experience in setting up and optimizing Facebook Ad Campaigns with the knowledge to oversee Google, LinkedIn & Twitter;
- Experience in managing social media complaints and proactive engagement campaigns;
- Experience in managing and executing e-blasts and emailer campaigns;
- Experience in managing Web Development Builds with the ability to inform UX/ User Experience and CRM Journeys;
- Strong Analytical skills and data-driven thinking;
- Up-to-date with the latest trends and best practices in online marketing;
- Social media tools:
  - Understanding and experience of Business Manager through the Facebook Platform;
  - Understanding of Pixels and remarketing through social channels
  - Understanding ADS Manager and implementation;
  - Understanding Messenger Platforms and how to build one-to-one relationships through direct channels i.e. Whatsapp for Business.
- Knowledge of CMS platforms: WordPress, WooCommerce, Shopify
- Knowledge of Email Marketing Platforms: Mailchimp, Campaign Monitor; Touchbase Pro
- Knowledge working in Social Enterprise Tools: Hootsuite and Meltwater.

**Previous experience with Wine Brands will be a distinct advantage in your application.**

**This position will be based with the Marketing Wine Department in Boschendal and report directly to the Digital Marketing Manager.**

## RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Strategically plan and execute all web, SEO/SEM, Marketing database, social media communication plans;
- Grow our premium digital presence through paid media, PR and influencer marketing initiatives.;
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs);
- Identify trends and insights, and optimize spend and performance based on these insights;
- Present new and creative digital and brand growth strategies;
- Drive proactive engagement opportunities online alongside Social Media Intern and Consumer Experience Team;
- Collaborate with Marketing Managers to co-develop Through the Line campaigns;
- Identify and manage agencies and other vendor partners;
- Evaluate emerging technologies and lead adoption if appropriate;
- Crafting, implementing and managing the digital strategy for the brands including web, social media and online retailers such as Takealot, Bottleshop etc;
- Manage brand websites, and the traffic levels to these sites through Google Analytics and Webmaster Tools;
- Manage all email marketing campaigns, collation of key content pieces and online offers;
- Conceptualize all e-commerce offers and campaigns, collaborate with retailers where relevant to broaden reach and exposure.

## PERSONAL ATTRIBUTES REQUIRED ARE:

- Executional excellence
- Excellent creative/design/ art direction sense
- Ability to multi-task and attention to details
- Administration management skills
- Strong Interpersonal and influencing skills (eg. Relationship management, facilitation and consumer minded brand builder)

PLEASE SUBMIT APPLICATION TO  
[recruitment@dgb.co.za](mailto:recruitment@dgb.co.za) by no later than Friday 15 April 2022