

We are Hiring

DIGITAL MARKETING SPECIALIST

Email your CV to
careers@babanango.com



GENERAL DESCRIPTION

The role of the Digital Marketing Specialist is to support the marketing and sales efforts for the company. This role requires a blend of strong technical, creative, and administrative skills, with a solid emphasis on SEO, CRM management, web development, and digital content creation. The ideal candidate will assist in technically creating and executing marketing strategies, managing digital assets, supporting sales administration, and ensuring all platforms and tools are optimized and up to date. Back end, technical skills essential. The role is based in Umhlanga or Johannesburg.

QUALIFICATIONS

Minimum Qualifications to Perform Role:

- Tertiary qualification in marketing and/or equivalent.

Preferred Qualification:

- Core Digital Marketing Qualification (Foundation)
- Google Certifications (Non-Negotiable)
- Paid Media & Social Certifications
- SEO & Content Marketing Training
- Analytics & Data Skills (Advanced Differentiator)
- Strategy & Planning Courses (Senior Capability)

Minimum Period of Experience:

- Minimum 5 years' experience in a marketing department, working in digital marketing campaign and content deployment
- Experience and knowledge of the travel and tourism industry would be an advantage.

INTERACTION:

- **Reports To:** Chief Commercial Officer
- **Internal:** Marketing team & EXCO Team
- **External:** Service providers & Clients

KEY RESPONSIBILITIES

- Digital marketing strategy execution across SEO, paid media, social media, and content marketing channels
- Proven experience in SEO and web content optimisation (on-page, off-page, and technical fundamentals)
- Paid media management across Google Ads and Meta Ads, including budgeting, optimisation, and performance tracking
- Web management and basic development skills, including WordPress and foundational HTML/CSS knowledge
- HubSpot CRM proficiency, including workflows, email marketing, segmentation, reporting, and data management
- Content creation, copywriting, and optimisation for websites, social media, email campaigns, and marketing collateral
- Data analysis and reporting with a strong analytical, data-driven mindset across digital channels
- Conversion rate optimisation (CRO), including A/B testing, landing page optimisation, and funnel improvement
- Graphic design capability using tools such as Canva, CoreIDRAW Suite, and Adobe Suite
- Strong organisational, administrative, and project management skills with the ability to manage multiple deadlines under pressure
- Excellent written and verbal communication skills with the ability to engage across internal teams and external stakeholders
- Stakeholder coordination and collaboration with internal teams and external agencies to deliver marketing objectives
- Familiarity with social media platforms, digital advertising, and email marketing best practices
- Proactive, solutions-oriented team player with strong attention to detail and execution discipline

CHARACTERISTICS

- Proactive, self-starting attitude with a strong bias for action
- High attention to detail and commitment to accuracy
- Strong sense of accountability and ownership of outcomes
- Ability to remain calm and effective under pressure and tight deadlines
- Adaptable and comfortable working across multiple tools, platforms, and priorities
- Collaborative team player who works well across departments and with external partners
- Strong problem-solving mindset with a focus on practical solutions
- Curious and continuously learning, especially in digital trends and tools
- Strong time management and ability to prioritise effectively
- Professional, reliable, and consistent in delivery and communication
- Teamwork and be a team player



Application may be submitted to careers@babanango.com

Closing date: 31 May 2026

Please note: If no communication is received within 7 days after the closing date, please accept that your application was unsuccessful.