

ALARIS HOLDINGS LTD

All members of the company are to abide by the company's policies and procedures.

VACANCY

1. POSITION	
Position title:	Digital Community Manager
Department:	Head Office
Reporting to:	GMO
Main purpose of the role:	<p>The organisation is seeking to appoint a talented Digital Community Manager to join our marketing team. The successful candidate will be responsible for managing our online community, engaging with users (Customers), Website maintenance and management and building relationships that foster loyalty and advocacy.</p> <p>The ideal candidate will have experience managing social media channels like, (LinkedIn, YouTube, and WhatsApp for business) deploying content, and managing data insights, using GA4 and other analytical tools, to inform on the level of customer engagement.</p> <p>The Brand Ambassador</p> <p>The community manager acts as the liaison between an organisation and its target audience. They must act as the voice, tone, and moderator of the Brand (Alaris) through community support, content distribution, and digital engagement to build brand presence and trust online.</p> <p>Finally, the Community managers should be able to rely on their experience with other corporate organisation to confidently address their audience or tap into internal resources to appropriately handle any issues that may arise.</p> <p>Beyond a working understanding of the business, the community manager needs to build productive, professional relationships both internally and externally in order to be an authentic and reliable brand ambassador.</p>
2. REQUIREMENTS	
Education (essential):	Bachelor's degree in marketing, communications, or a related field
Minimum applicable work experience (years):	3+ years of experience in digital community management, social media management, or related field
Computer literacy (essential):	<p>Experience with social media analytics tools - Google analytics 4 (GA4), Shield Analytics for LinkedIn, Power BI, Semrush, Mailchimp and Tableau data visualisation tools.</p> <p>Familiarity with content creation tools such as Canva, Adobe Creative Suite, or similar</p> <p>Experience with Website design</p>
Language proficiency:	English
Other Characteristics: (Based on the Values and Competency Frameworks)	<ul style="list-style-type: none"> • Hardworking, driven, self-motivated, ambitious person who will be able to work independently, accurately and with a high degree of responsibility. • Proven track record in a similar environment of Marketing – technical product marketing and Global experience is critical. • Experience in brand strategy development, with proven impacts to market development. • Demonstrated use of innovative techniques to establish brand(s) and drive results • Proven design and execution of marketing strategies

	<ul style="list-style-type: none"> • Results and outcome driven • Superior ability to manage quality relationships with a range of stakeholders including customers, colleagues, suppliers and partners • Excellent oral and written communication skills. • People & Customer centric outlook and approach with strong interpersonal skills. • Flexible with high levels of initiative • High attention to detail. • Work well under pressure and adhere to deadlines. • Creative problem-solving skills. • Organizational, analytical and decision-making skills. • Professional approach. • Strategic thinker • Expert in Internet and social media strategy with a demonstrated track record. Demonstrated ability to see the big picture and provide useful advice and input across the company • Understanding of community management best practices, including moderation and engagement strategies
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3. KEY RESPONSIBILITIES

Responsibilities		<ul style="list-style-type: none"> • Develop and execute digital community engagement plans that align with organisational goals and strategic direction. • Manage social media accounts and other digital channels to drive engagement and growth. • Create and curate compelling content, including text, images, and video, that resonates with our audience. • Respond to customer inquiries, comments, and complaints in a timely and professional manner. • Analyses engagement data and community feedback to inform community engagement strategies. • Collaborate with cross-functional teams (Sales & Technical) to ensure that community engagement initiatives are aligned with other organisational initiatives • Identify and cultivate relationships with key influencers and advocates within the community. • Building Brand awareness for Alaris and its subsidiaries • Video deployment using YouTube, brand building, and educational insights • Audience research identifying key discussion groups • Social media posts – LinkedIn across the group, building continuity and SSI rankings • Website Maintenance and Management. This is foundational to the role, ensuring the website's continuous operation. It includes monitoring performance, troubleshooting, updating, and backing up the website. • Content Management. Updating and managing content is essential for keeping the website & social media sites relevant and engaging. This involves collaboration with content creators and alignment with the organisation's strategic goals, including SEO considerations. • User Experience and Accessibility. Enhancing the user experience and ensuring the website is accessible and mobile-friendly is crucial for retaining visitors and improving engagement rates. • SEO and Analytics . Implementing SEO strategies, and analysing website and social media data, to improve visibility and make improvements is critical for digital success, and aligns with broader marketing goals, of building brand awareness and lead generation.
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