

we're hiring

Digicel is looking for a top candidate to fill the role
of Marketing & Product Manager

job overview

Digicel is seeking a highly motivated and creative individual who possesses exemplary communication and analytical skills for the position of Marketing & Product Manager. This position reports to the CEO and Regional Marketing Manager.

This is a demanding role in a fast-paced and dynamic environment and the successful candidate must demonstrate product and marketing expertise and the ability to manage and prioritize responsibilities.

Primary Responsibilities include (but are not limited to):

- Undertake and review analytical market research to gain valuable insights into consumer behaviors and attitudes
- Management of the website and the e-shop, working closely with different parts of the business including billing, IT and digital marketing ensuring a seamless best-in-class customer experience whilst meeting online sales targets
- Develop comprehensive marketing plans and ensure all communications are aligned to commercial objectives and brand guidelines
- Analyze market performance against commercial KPIs, identify trends, opportunities and threats and make management decisions accordingly
- Maintain a full marketing calendar, covering sponsorship, events and promotions to deliver on market's KPIs
- Manage local sponsorships while examining sponsorship requests and identify opportunities to ensure Bermuda is aligned with the Group wide sponsorship strategy
- Direct and work with Product Team to ensure a best-in-class TV service, maintain an up-to-date channel listing and communicate developments internally with the telesales and retail teams
- Create and develop full 360 acquisition, retention and usage campaigns

The successful candidate will possess the following qualifications, skills and experience:

- At least five (5) years' experience in marketing or related field with at least two (2) years of directly managing people
- Experience in FMCG experience essential and/or B2B highly beneficial
- Previous experience in the telecoms/entertainment industry (TV, mobile, internet) is not essential but highly beneficial
- Strong experience in digital marketing including: understand analytics to know what content is resonating and to adjust the social media strategy accordingly
- In-depth knowledge of social media and Google display advertising
- Ability to create winning e-mail marketing campaigns that will generate high open rates via Mail chimp
- Ability to present marketing plans, updates and results to senior management team from across the Digicel Group
- Ability to manage multiple cross-functional projects, directing others and maintaining budgetary control

Interested persons should apply with a cover letter and detailed resume via www.btc.bm, click on the Careers link.

Closing date: January 30th, 2018

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PLEASE NOTE THAT ONLY SHORT LISTED CANDIDATES WILL BE CONTACTED.