



The BF&M difference?
Insurance the way
it should be.



STRONG

PROGRESSIVE

GROWING

Founded in 1903, the BF&M group of companies operates in Bermuda, Halifax and across the Caribbean. We take great pride in helping our customers protect what matters most, as well as giving back to the communities in which we work. We have the highest financial strength ratings in the markets in which we operate and can offer competitive compensation packages along with comprehensive benefits.

Digital Marketing Manager

Reporting to and working closely with the Group Head of Brand and Communications, the Digital Marketing Manager will develop and oversee all digital marketing channels, in support of business strategy across the BF&M Group product lines and geographies, and in keeping with the BF&M brand.

Job duties and responsibilities:

- Drive positive business outcomes by developing optimal user experience
- Manage the organisation's website strategy, as well as develop dynamic website content for the BF&M Group
- Implement intelligent, engaging digital experiences for our customers, while supporting the strategic plans of the businesses and entities across the BF&M Group
- Manage the organisation's social media activity across multiple digital channels
- Develop digital marketing campaigns, within and reinforcing company brand guidelines
- Embed and use analytics in all our digital projects, and develop data-driven marketing solutions
- Establish digital media best practices and stay abreast of key media and digital trends
- Develop and implement internal and external CMS solutions, across the BF&M Group
- Develop and manage online newsletters and email campaigns
- Support PR, sponsorship and event campaigns, ensuring maximum brand exposure
- Demonstrate a strong client service oriented approach

Skills and experience:

- An undergraduate degree, along with accredited certifications in digital marketing, new media, design, web development, or related field
- A minimum of 5 years' experience of front-end website development for the re/insurance and financial services industry
- A track record of managing successful website launches
- Proven expertise in implementing internal and external content management systems and customization
- Experience of implementing CRM systems, solutions and marketing strategies
- An ability to think creatively and to understand brand and design principles, as well as deep technical, web and systems development expertise.
- Strong writing/editing skills for digital platforms and experience in generating dynamic digital-based content
- Willingness to be hands-on and to work in a busy team to meet tight deadlines
- Excellent communication skills – liaising with staff and partners at all levels of seniority and with third-party partners
- Ability to work well with a team



INVESTORS
IN PEOPLE | Gold

Closing date: Wednesday, June 20, 2018

Interested applicants should apply in writing with a resume to bfmjobs@bfm.bm or to VP, Human Resources BF&M Limited, P.O. Box HM 1007, Hamilton HM DX.