



**ROLE:** Global Digital Marketing Manager  
**LOCATION:** London, UK (some international travel required)  
**TYPE:** Full-time, permanent  
**EXPERIENCE:** Mid-level  
**REPORTS TO:** Director: Brand, Marketing & Communications

## **BIMA OVERVIEW**

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BIMA is one of the fastest-growing impact and tech companies in the world. We use mobile technology to bring insurance and health services to consumers at the bottom of the pyramid, on an unprecedented scale. In just six years, we've built a customer base of over 26 million subscribers in 15 countries across Africa, Asia and Latin America.

The company is led by a dynamic group of entrepreneurs who are committed to disrupting the traditional insurance and health industry and democratizing access to vital services for billions of underserved families around the globe. In addition to being a recognized leader in innovation and inclusion, BIMA is one of the most attractive emerging market and insurance tech investment opportunities in the world.

Joining BIMA at this stage provides an opportunity for you to truly influence the strategy of a global, growing business. We are a vibrant company where ideas and passion are welcomed and you get real responsibility from day one.

We have brought together top-quality talent from the worlds of consultancy, development, technology, telecoms, health and finance to create a company like no other. Personality is just as important to use as experience; we are looking for intelligent, ambitious and adventurous individuals who thrive in a fast-paced environment without ego. If this sounds like you, we encourage you to apply.

Please visit [www.bimamobile.com](http://www.bimamobile.com) to learn more about BIMA, our team and the success and impact we've had so far.

Also check out what others think about BIMA, such as:



- Global media coverage e.g. [Business Insider](#) / [Reuters](#) / [Techworld](#) / [BBC News](#) / [BBC Inside Track](#)

## THE ROLE

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The Global Digital Marketing Manager will be part of the Global team, and have a major influence on our local markets. A key element will be to oversee BIMA's social media strategy, for both global and local markets.

## RESPONSIBILITIES

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### Global level:

- Overseeing the global social media strategy (LinkedIn and Twitter); writing and optimizing content for social media accounts.
- Helping to update content for the Global website (written content, images, post videos, podcasts and audio content).
- Tracking and analysing website traffic flow through Google Analytics, making necessary improvement suggestions on website and providing regular internal reports

### Regional level:

- Setting best practices for the use of social media and chat platforms (Facebook, Instagram, Twitter, WhatsApp and Facebook Messenger) to engage and educate customers and to ensure their efficient use as customer service tools (e.g.: Facebook messenger and WhatsApp are channels currently used by customers to present their insurance claims)
- Setting best practices for digital marketing campaigns, to enhance BIMA offer and leverage products; liaising with the local markets for respective implementation, and tracking KPIs
- Creating a pipeline of content for social media / chat platforms for local markets, to be customised by each country and delivered to customers
- Delivering rich content to consumers through social media / chat platforms on our mobile health offerings (mHealth)
- Guiding local teams on social media best practices, sharing knowledge and findings from other markets
- Promoting BIMA's mHealth app on social media platforms to maximise the number of downloads
- Planning, preparing and helping local markets to execute digital campaigns, including maintaining status reports to ensure all work is on track, liaising and briefing external agencies and 3rd parties where needed
- Launching lead generation campaigns for product promotions, creating leads / customer acquisition through digital marketing campaigns using channels such as social media, affiliate marketing and other digital channels, for local markets (emerging markets)

- Helping the local markets to align their websites with the global website (content and layout) or launching new websites when necessary
- Advising local markets on how to write and optimise content for social media accounts such as Facebook, Instagram, Twitter
- Using Google Analytics to track social media campaigns
- Helping the local teams to track and analyse their website traffic flow through Google Analytics as well as build regular internal reports
- Training local teams on Search Engine Optimisation of the website(s) and uploading/updating website content
- Organise webinars and webcasts to train the local teams
- With the help of the in-house designer, creating social media templates for the local teams to use, aligned with the brand guidelines and social media best practices
- Helping local teams to target relevant consumers through social media campaigns (e.g.: use of MSISDN / mobile number) and to analyse social media KPIs and performance metrics in order to guide investment decisions
- Identifying new trends in digital marketing, evaluating new technologies and ensuring the brand is at the forefront of industry developments, particularly developments in mobile marketing

## THE CANDIDATE

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### **You must have:**

- Technical skills: knowledge of HTML/JavaScript, SEO, Google AdWords, Google Analytics, basic Adobe Photoshop and Illustrator, Microsoft Office (Word, PowerPoint, Excel).
- Experience in digital paid advertising (Google, YouTube, Facebook, Twitter, LinkedIn)
- Writing and editing skills
- Experience in using social media platforms (Facebook, Instagram, Twitter) and chat platforms (WhatsApp and Facebook messenger) for lead generation campaigns, customer acquisition and Apps promotion
- Knowledge on WhatsApp for business would be a plus
- Experience in using chatbots efficiently on social media platforms
- Knowledge of content creation and ways to maximise reach (posts, videos, GIFs, info graphics, live posts/chats on Facebook /Twitter/Instagram, use of efficient CTAs, etc)
- Experience in developing affiliate marketing campaigns
- Experience in both organic and paid reach through boosting posts and use of Facebook Ads efficiently
- Experience in analysing KPIs for each of the social media platforms and make investment decisions accordingly
- Experience in targeting consumers on Facebook through MSISDN/mobile number
- Project management experience



- Managing stakeholders from multiple countries (>15) and dealing with a busy pipeline of requests, being able to prioritise and negotiate projects delivery according to the business priorities
- Managing suppliers, such as social media agencies, digital marketing companies, web developers, negotiating budgets, delivery times and tracking results
- Ability to work in a multi-cultural and fast-paced environment; to take ownership of projects and to deliver under pressure
- Mobile marketing knowledge a plus
- Knowledge of French and Spanish a plus
- Marketing degree (or similar relevant experience) required

## WHY BIMA?

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BIMA has a very distinct culture. We like people who are smart and independent, but we don't like ego. We share our ideas as readily as we do our opinions, and are respectful when doing so. We are driven and ambitious but most importantly we never lose our sense of humor.

Everyone in the BIMA team shares a passion for adventure. We look for bold people who love to travel, experience different cultures and try new things.

Our recruitment process is rigorous, but it has helped us build an impressive, dynamic team that shares a strong bond. If you match the profile described above we want to hear from you.

**Please send a CV and a cover letter to [careers@milvik.se](mailto:careers@milvik.se)  
Note that applications without a cover letter will not be considered.**