



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

BIMA OVERVIEW

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 eight 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 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

This highly visible role is a key part of our rapidly growing company. It is accountable for managing our global communications strategy and helping to implement marketing campaigns at the local level. Overall, this person must be attuned to value the details as well as be able to understand the big picture and prioritize accordingly. The ability to manage ambiguity and think analytically and quickly in a fast-paced environment is essential. The role requires an entrepreneurial and creative person with strong management skills.

RESPONSIBILITIES

Marketing:

- Giving guidance to local markets/teams on 360 marketing campaigns (ATL, BTL, website, social media), and aligning local PR activities accordingly.
- Global website content & basic SEO. Managing delivery of build, maintenance and support through appropriate IT / web designer resources.
- Helping to align local websites with the global website to ensure layout and content consistency
- Helping to shape content and write scripts for global and local videos.
- Helping to write/revamp content for collateral material for local markets (brochures, posters, roll-up banners, etc) with the support of an in-house designer
- Creating marketing tool kits for knowledge transfer from global to local teams

PR & Communications:

- Setting our communications strategy, messaging, story, tone of voice and approach based on a thorough understanding of BIMA's business.
- Setting BIMA's global and local PR agendas, by liaising with all global departments, regional and local teams (or mobile network operators' PR / agency teams) and feeding the external PR agency with content on market launches, products, announcements, etc. When necessary, coordinating calls between the PR agency and local or global teams.
- Guiding strategy for Global PR and assisting with delivery through local resources.
- Creating the messaging and accompanying media to determine how BIMA should be perceived by partners, media / journalists, end-customers and employees from a public relations and communications perspective.



- Providing media training for BIMA's spokespersons, at global and local level.
- Managing global Corporate Social Media accounts – Twitter, LinkedIn, planning content according to the PR agenda.
- PowerPoint presentations and awards entries (or revising PR agency's content).
- Tracking and keeping a record of all relevant conferences/awards and selecting the most relevant to support the business priorities.
- Writing internal quarterly newsletters (and identifying relevant content at global and regional level)
- Supporting internal communications, providing ideas and insights and helping to implement internal comms projects globally and locally.
- Tracking PR progress based on metrics
- Creating PR & Comms Tool kits or best practices documents for regional and local teams and, when necessary, traveling to markets to train the teams.
- Aggregating knowledge transfer at the global level from customer survey / customer insights to feed into communications strategy and global initiatives.
- Crisis management.

Other:

- Stakeholder management (investors, consultants, survey and research companies, Mobile Operators PR teams / PR agencies etc).
- Managing 3rd party delivery partners to agreed standards and budgets, including PR agencies, web managers and designers.

THE CANDIDATE

You must have:

- A match to our culture - high energy and flexibility, great personal communication skills (both written and verbal) and huge amounts of drive.
- Fluency in English is required, comfort in French and / or Spanish is a plus.
- Excellent conceptual writing skills, specifically possess the ability to tell a complex story simply, creatively and engagingly.
- Experience in PR, comms and marketing
- A strong 'solutions focus' and be comfortable working in an environment where there is a high personal accountability for deliverables.
- Relevant degree or equivalent qualification.
- Significant PQE in corporate communications with experience in Africa, Latin America or emerging Asia-Pac.
- Experience in CMS and social media platforms



- Experience in and/or have knowledge of telecoms or financial services communications a plus
- Demonstrated ability to motivate, support and comprehend different stakeholders and cultures in emerging markets.
- Flexible approach to working hours given the disparate time zones of our internal and external stakeholders.

WHY BIMA?

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
Note that applications without a cover letter will not be considered.**