



Lead Generation Specialist

Bidvest Insurance is a non-Life insurer within the Financial Services division of the larger Bidvest Group and operates alongside other great companies such as Bidvest Bank, Bidvest Life, FMI, Compendium Insurance Brokers and others.

Bidvest Insurance was founded in 1997 and provides niche value added products to customers through its Direct Channel which operates via call centres, as well as its Affinity Channel that partners with distribution networks. Our products are designed to protect consumers and deliver exceptional service levels when our customers need us most, so that we can deliver on our purpose 'To protect everyday South Africans, against foreseeable events and their financial losses, so that we can all contribute to a better South Africa'.

We have successfully expanded and evolved through our dedicated commitment to our values, customers, partners, and staff. Interested individuals looking to join Bidvest Insurance can expect to join a young and energetic team that challenge convention and who are intent on building long term relationships with all stakeholders.

Being a part of Bidvest, one of South Africa's leading services, trading and distribution groups, your career aspirations with us are only limited by your own imagination.

Position Overview

The Lead Generation specialist is responsible for developing, managing, and implementing strategies and lead campaigns which create a sustainable lead pipeline that enhances customer engagement and improves overall sales performance.

Working closely with the Sales and Marketing teams the Lead Generation specialist will be Responsible for generating leads across multiple platforms whilst improving on already established lead activities which currently utilize databases, 3rd party lead providers, sms, email, social media, digital & SEO.

To source and engage potential lead providers to build a stronger, deeper sales funnel. The Lead generation Specialist will work closely with the Direct Channel Management team to track the success of the lead generation activities whilst highlighting potential shortfalls in lead quantities and proposing plans to address the shortfalls.

What You'll Need



Think on your feet

Hand in hand with innovation, you need to be able to think on your feet. We work in a fast paced environment which often requires us to **adapt and think fast!**



Innovation

Here at Bidvest Insurance, we love to **challenge convention** and lead the way into the future! Leave that old trusty box at home and lets get creative



Creativity

You don't need to be Picasso, but we love creative people that bring **fresh thinking and ideas** to the table! So get involved and together we can make things happen!

Our Values

At Bidvest Insurance, we are all part of a BE'VOLUTION where we live our values each and every day for the benefit of our colleagues, customers, partners, stakeholders and our environment.



Key Responsibilities and Duties

Online/Digital Lead Generation

- ▶ Analyse and enhance current lead generation strategies already implemented in the business to reduce reliance on 3rd parties.
- ▶ Engage with 3rd party providers on the optimum level of lead spend vs lead quantity.
- ▶ Develop an online and social media identity for Bidvest Insurance.
- ▶ Develop and enhance Bidvest Insurance Website lead generation capabilities.
- ▶ Implement strategies that will help the business attract and qualify more potential customers.
- ▶ Create, update, manage all media content and collateral such as but not limited to social media ads, publications, e-mailers, blogs, etc.
- ▶ Work closely with the marketing department to develop relevant content aligned to market needs and changes.
- ▶ Cost management of all lead generation activities aligned to a ROI model.
- ▶ Implement online strategies that assists the business attract and qualify potential customers.
- ▶ Assist with the development of an e-commerce solution utilising the Bidvest Insurance website.

3rd Party Lead Providers

- ▶ Conduct ongoing research on the major lead generation platforms and sources to keep up with industry trends.
- ▶ Manage 3rd party lead provider performance with the aim of generating maximum lead quantity whilst balancing both quality and budgets.
- ▶ Onboard and maintain a panel of minimum 10 Lead Generation Service Providers.
- ▶ Conduct weekly performance meetings with leads providers.
- ▶ Maintain and manage service provider contracts.
- ▶ Create, update, and manage sms wordings and e-mailers.
- ▶ Plan, Budget and forecast lead generation activities.
- ▶ Monitor, analyse and report on lead generation metrics to track success of each lead provider.
- ▶ Quarterly review of marketing collateral to ensure brand relevance.

Internal Database

- ▶ Plan and co-ordinate the loading of data sets as per monthly sales strategies.
- ▶ Work closely with the data team to enhance lead activities that utilize the internal database.
- ▶ Assist with development of lead recycle and customer lifecycle strategies.
- ▶ Work closely with sales team to understand lead needs and manage these needs with the data team.
- ▶ Create a lead recycle and customer lifecycle strategies.
- ▶ Stay abreast with all legal requirements regarding lead generation activities.
- ▶ Develop and implement new lead generation strategies outside of the traditional platforms and sources.

Qualification

- ▶ Bachelor's degree in Marketing/Brand or related degree/diploma.
- ▶ 4+ years in a lead generation role.
- ▶ Insurance industry experience preferred.
- ▶ Contact centre exposure preferred.

Knowledge and skills

- ▶ Digital and business analytics.
- ▶ Understanding of social media platforms.
- ▶ Ability to work within a dynamic environment.
- ▶ Strong communication skills.

Submissions:

Preference will be given to PDI candidates in line with our EE

Interested candidates to please submit their CV to: jobs@bidvestinsurance.co.za

Should you not hear from us within 2 weeks from date of application, please consider yourself unsuccessful

Bidvest Insurance is an authorised Financial Services Provider

FSP 46395

