



We are Hiring

**DIGITAL
MARKETING OFFICER**

Email your CV to
careers@babanango.com



GENERAL DESCRIPTION

The role of the Digital Marketing Officer is to support the marketing and sales efforts for company. This role requires a blend of technical, creative, and administrative skills, with a strong emphasis on SEO, CRM management, web development, and digital content creation. The ideal candidate will assist in executing marketing strategies, managing digital assets, supporting sales administration, and ensuring all platforms and tools are optimized and up to date.

QUALIFICATIONS

Minimum Qualifications to Perform Role:

- Tertiary qualification in marketing and/or equivalent

Preferred Qualification:

- Qualification in digital marketing

Minimum Period of Experience:

- Minimum 3-5 years' experience in a marketing department
- Extensive experience and knowledge of the travel and tourism industry

SKILLS

- Proven experience with SEO and web content optimisation.
- Basic web development skills (HTML/CSS, CMS platforms like WordPress).
- Proficient in HubSpot CRM: contract management, workflows, reporting, email marketing.
- Strong administrative and organisational skills with high attention to detail.
- Ability to multi-task, manage multiple deadlines, and work well under pressure.
- Working knowledge of graphic design tools (e.g., Canva, CorelDRAW Suite, Adobe Suite).
- Familiarity with social media platforms, digital advertising, and email marketing.
- Excellent written and verbal communication skills.
- Analytical thinking with a data-driven mindset.
- Team player with a proactive attitude

KEY RESPONSIBILITIES

Digital Marketing & Web Management:

- Implement and manage on-page and off-page SEO strategies to drive organic traffic and improve rankings.
- Assist in web development using Wordpress, website maintenance to ensure functionality, accuracy, and user experience.
- Compose and post content on the company's website and social media platforms.
- Monitor and report on web analytics, social media metrics, and SEO performance.

CRM & Database Management:

- Maintain and optimise the HubSpot CRM system for maximum efficiency and adoption across teams.
- Build and segment targeted databases for mailers, campaigns, and reporting.
- Ensure accurate and consistent data input and usage of CRM across departments.
- Develop and distribute email campaigns using CRM and marketing automation tools.

Sales & Marketing Support:

- Assist the sales team with sales administration, proposal generation, and document formatting.
- Maintain and update the marketing library (brochures, images, templates, presentations).
- Conduct market research, competitor analysis, and compile findings for strategic planning.
- Help identify emerging marketing trends and recommend innovative strategies.
- Support in the organisation of promotional events, exhibitions, and campaign rollouts.

Design and Content:

- Assist with basic graphic design for marketing materials using tools like Canva, CorelDRAW Suite, Adobe Suite, etc.
- Write and edit marketing collateral, brochures, newsletters, press releases, and sales documents.
- Prepare and deliver internal and external promotional presentations.

Platform & Channel Management:

- Manage listings and content on all OTA (Online Travel Agent) platforms and ensure consistency across channels.
- Collaborate with internal teams, clients, and partners on campaign development and delivery.

Platform & Channel Management:

- Managing relationships with service providers to ensure alignment with internal goals and overseeing deliverables.
- Operational oversight of contracts with external service providers, including risk management



Application may be submitted to careers@babanango.com

Closing date: 6th February 2026

Please note: If no communication is received within 7 days after the closing date, please accept that your application was unsuccessful.