

Digital Officer

Job Framework

Job Title	Digital Officer	Cost Centre	
Location	Kampala, Uganda	No. of Direct Reports	0
Reporting to	Marketing and Communications Lead	Budget (Y/N)	Responsibilities Y

The Role

Reporting to the Marketing and Communications Lead, the Digital Officer will work with colleagues in the Marketing function and other units within MSUG to drive client growth and product revenue via new media channels and maintain a strong and competitive online presence for MSUG's operational environments.

This role analyses customer behaviour data from social media platforms, company web pages, and medical and sales records and creates demand generation and content strategies to build MSUG's brand.

The success of this role will be measured by its ability to drive customer acquisition and drive client footfall for the Marie Stopes Hospital and Centres, and boost engagement for our socially marketed products among our target audiences.

The Digital Officer will work closely with the Channel Marketing Officers, Contact Centre Team Lead, Data Analyst and the Channel Leads to develop impactful campaigns that drive real business results. She/He will support all demand generation efforts, including top and mid-funnel campaign execution and content campaign distribution. This individual will also assume responsibility as the Admin of the MSUG social media digital platforms.

Key Responsibilities

Management of MSUG's Digital Platforms

- Plan, create, execute, and manage digital marketing campaigns for Marie Stopes and its brands across platforms such as Facebook, Instagram, Google, LinkedIn, YouTube, WhatsApp, X (Twitter), TikTok, and others.
- Develop, manage, and continuously enhance the overall online presence of Marie Stopes and its brands.
- Monitor and respond promptly to online inquiries, comments, and messages across all platforms to maintain high engagement levels, build client trust, and support a positive brand experience.
- Own and optimise the digital customer growth funnel and pipeline, including refining customer segments, implementing strategies for outreach, and improving conversion rates across all digital activities.
- Collaborate with internal teams to develop fresh ideas and strategies for online marketing, and advise on the creation of original, engaging content that drives awareness, engagement, and growth.

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- Identify relevant bloggers and influencers to establish a continuum of social media presence for Marie Stopes Hospital, Centres and Socially Marketed Products.
- Monitor competitor brands and trends; recommend creative and innovative approaches to strengthen the online visibility and client acquisition for Marie Stopes Hospitals, Centres and its socially marketed brands.
- Manage digital platforms to share relevant news, service updates, and operational highlights that catalyse audience interactions and boost organisational visibility, ensuring consistent brand messaging.
- Track, measure, and report the performance of all digital marketing campaigns, evaluating results against set KPIs and ROI targets, and recommending optimisation

Promotion and management of assigned elements of corporate and other social events

- Collaborate with the team to develop internal and external communication campaigns, including social media toolkits and engagement calendars, ensuring brand consistency and optimising posting schedules based on audience engagement.
- Take full responsibility for the care, maintenance, and safe custody of company-assigned assets, including phones, computers, cameras, lenses, tripods, and other equipment, ensuring they are used appropriately and kept in good working condition.
- Ensure full and effective utilisation of all digital marketing software and tools and maximise their capabilities to support campaign delivery, reporting, and overall marketing effectiveness.

Knowledge, Skills & Abilities

- Demonstrate a track record of using digital media to acquire, engage, and harvest demand throughout the marketing funnel.
- Ability to work effectively in a fast-changing industry, work with cross-functional teams through influence, and demonstrate problem-solving abilities.
- Effective analytical and troubleshooting skills; ability to use data to drive actionable insights.
- Excellent knowledge of Microsoft Office, WordPress, marketing technology, and social media platforms, online applications such as Ad platforms, CRM tools, online analytics, Google My Business, etc.

Qualifications and Experience

- A bachelor's degree in marketing, information technology, business administration or related field.
- Possess at least 3 years' experience in a similar role.
- Proven working experience in digital marketing or healthcare marketing.
- Solid understanding of SEO/SEM, managing marketing database and setting up email campaigns.
- Experience in setting up and optimising Ads on Google, Facebook, Instagram, X, LinkedIn and TikTok.
- Knowledge of media editing software, graphics design, video, and photo editing is an added advantage.
- Must be able to lead integrated digital marketing campaigns from concept to execution.
- Strong analytical skills, data-driven thinking, web design and management.
- Up to date with the latest trends and best practices in online marketing and measurement.

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Key Performance Indicators

- Achieve a 10% quarterly improvement in overall digital engagement metrics by implementing a mix of digital marketing techniques (SEO, PPC, social media marketing, email marketing, etc.) to drive awareness, engagement, and conversions for MSUG services and products.
- Develop, launch, and manage end-to-end digital marketing campaigns for MSUG Services and products (e.g. Flame, Lifeguard, Back Up and WellPlan) across various digital platforms.
- Analyse digital marketing campaign data on a weekly and monthly basis to extract actionable insights that can drive future strategies and business decisions.
- Achieve a 15% quarterly increase in engagement (likes, shares, comments, etc.) across all MSUG's social media platforms.
- Increase the digital conversion rate across all platforms (e.g., social media, website, email).
- Full utilisation of all digital tools and software to maximise marketing effectiveness, enhance reporting accuracy, and optimise campaign delivery.

MSUG Behaviours / Core Values / Statement

Attitude/Motivation

- The candidate must be pro-choice.
- Motivated personally and professionally to develop.
- Willingness to travel as may be required and at short notice.