



JOIN OUR TEAM!

AVAILABLE POSITION: SOCIAL MEDIA & DIGITAL

MARKETING SPECIALIST

JOB SUMMARY

The Social Media & Digital Marketing Specialist will manage social media and digital marketing activities across multiple SLA accounts (Klaption Reinsurance, Klaption Insurance Zambia) as well as Kuala Tech's own initiatives, including Whitebook. The role will execute content strategies, monitor KPIs, support brand visibility, ensuring alignment with the respective Service Level Agreements (SLAs) as well as any other responsibilities assigned.

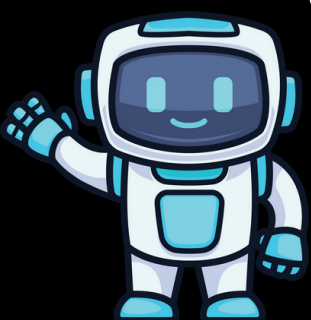
RESPONSIBILITIES:

SOCIAL MEDIA CONTENT MANAGEMENT

- Manage social platforms (LinkedIn, Facebook, blogs, and others as scoped) for Klaption Reinsurance, Klaption Insurance Zambia, and Kuala Tech/Whitebook brand accounts.
- Develop and maintain content calendars for each account, tailored to client strategies.
- Publish a minimum of 3 posts per week per account.
- Create content across categories thought leadership, CSR, event participation, product insights, and broker/cedent activity.

EVENT PLANNING & PROMOTION

- Coordinate with KIZ and KRL to align content with their event calendars.
- Deliver pre-event promotions, live coverage (where feasible), and post-event recaps.
- Support Kuala/Whitebook events with consistent branding and storytelling.



CONTENT DEVELOPMENT & COLLATERAL

- Draft, edit, and prepare posts, blogs, and graphics for client approval.
- Maintain and update collateral such as corporate profiles, brochures, and product sheets.
- Manage third-party service providers for photography, video, and design as needed.

REPORTING & PERFORMANCE TRACKING

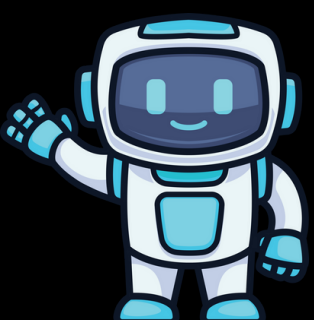
- Produce and deliver monthly reports per SLA, including KPI dashboards, engagement summaries, and recommendations.
- Track and report SMART KPIs, including impressions, engagement, follower growth, and CTR.
- Participate in six-month review meetings with clients to adjust strategies.

CROSS-BRAND MARKETING SUPPORT

- Contribute to Kuala Tech's own marketing campaigns and brand awareness.
- Drive Whitebook's social media presence, including user acquisition campaigns and product storytelling.
- Collaborate internally to highlight Kuala Tech innovations in content pipelines.

SERVICE LEVEL ALIGNMENT

- Ensure 100% execution of SLA deliverables for KIZ and KRL.
- Maintain minimum publishing standards (3 posts/week per account).
- Support collateral development and delivery of at least 1–2 thought leadership pieces monthly per SLA.
- Deliver monthly KPI reports and present findings to management/clients.
- Achieve defined targets for impressions, engagement, follower growth, and social-driven website clicks.



QUALIFICATIONS & SKILLS

- Bachelor's degree in Marketing, Communications, or related discipline.
- 2–4 years' experience in social media and digital marketing, preferably in financial services or B2B.
- Proven experience managing multiple accounts simultaneously.
- Proficiency with LinkedIn, Facebook, WordPress, and reporting tools.
- Strong copywriting skills for professional/technical audiences.
- Understanding of SEO, analytics, and content optimization.
- Ability to create or coordinate the development of collateral (brochures, profiles, graphics).
- Strong time management and stakeholder communication skills.

KEY ATTRIBUTES

- Client-focused and capable of balancing multiple account needs.
- Strategic and creative, with attention to detail.
- Proactive in identifying opportunities for thought leadership and brand visibility.
- Professional, diplomatic, and able to represent clients online.
- Results-driven, with accountability to SLA performance metrics.

PERFORMANCE INDICATORS

- SLA compliance rate for KIZ and KRL deliverables.
- Monthly growth in impressions, engagement, and followers across accounts.
- On-time submission of content calendars and reports.
- Successful execution of event-related campaigns.
- Measurable contributions to Kuala Tech and Whitebook's brand visibility.
- Positive feedback from client marketing leads and Kuala leadership.



KUALA