

**Company: IAM Experts South Africa (Pty) Ltd**  
**Location: South Africa**  
**Role: Growth Marketing Executive**  
**Job Type: Full-time, Permanent, Remote/Hybrid**

## **Growth Marketing Executive**

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### **About IAM Experts:**

IAM Experts is a leading consultancy firm that provides professional services in Identity Access Management (IAM) to organisations worldwide. With over 16 years of industry recognition, we are committed to delivering expertise and dedication to every project. Collaborating with established leaders and emerging vendors, we stay ahead through continuous technology watch. Operating across three continents with offices in the UK, France, India, and South Africa, our diverse team is proficient in 5+ languages, supporting clients globally. We take pride in our international reputation and rely on the support of over 360 valued consultants in the IAM space. In our dynamic environment, we promote open communication, respect, trust, and ongoing improvement.

We are seeking an experienced **Growth Marketing Executive** with at least 5 years in B2B marketing, to take ownership of and deliver lead generation and growth campaigns. The successful candidate will drive multi-channel marketing initiatives, optimise the marketing funnel, and deliver measurable business results.

### **Job Description:**

As a Growth Marketing Executive at IAM Experts, you will focus on generating and nurturing high-quality leads, building brand visibility, and supporting our sales and client engagement teams. You will use data-driven digital marketing strategies to attract potential clients and assist in keeping current clients engaged and informed.

You will work closely with Sales, Account Managers or CSMs under the line management of the Head of Account Management & Marketing, to ensure marketing efforts align with business goals. The ideal candidate will be highly analytical, creative, and capable of managing multiple marketing channels and priorities with confidence and autonomy. This role is pivotal in identifying growth opportunities and launching and optimising campaigns. This role is ideal for someone who thrives in a fast-paced, dynamic, and performance-driven environment.

This is a full-time, primarily remote position based in South Africa.

### Key Responsibilities:

- Plan and execute digital, email, social, and event campaigns to generate leads and support sales objectives.
- Analyse data to identify growth opportunities and enhance campaign performance.
- Collaborate with sales and content teams to align marketing with business goals.
- Develop and manage engaging marketing assets.
- Report on KPIs and campaign ROI.

### Your Experience & Qualifications:

- 5+ years' experience in B2B marketing, growth, or demand generation (consultancy or technology sector advantageous).
- Proven ability to own and deliver successful marketing campaigns.
- Strong analytical, communication, and project management skills.
- Proficient with marketing automation and CRM tools.
- Degree in Marketing, Business, or a related field (preferred).
- Experience in cybersecurity or IAM is highly desirable.

### Key Competencies:

**Data-Driven Decision Making** - Strong ability to analyse marketing data, interpret KPIs, and make informed decisions to optimise campaigns.

**Multi-Channel Campaign Management** - Experience planning, executing, and optimising campaigns across digital channels (SEO, SEM, social media, email marketing, display ads, influencer partnerships, etc.).

**Performance Optimisation** - Skilled in A/B testing, conversion rate optimisation (CRO), and funnel analysis to improve customer acquisition and retention.

**Marketing Automation & CRM Proficiency** - Experience with HubSpot or similar platforms for lead nurturing and customer lifecycle management.

**Content & Messaging Strategy** - Ability to craft compelling messaging and collaborate with creative teams to develop high-impact marketing materials.

**Growth Experimentation Mindset** - Comfortable designing, running, and learning from growth experiments to test new channels, audiences, or tactics.

**Project Management** - Strong organisational and time management skills; able to manage multiple projects simultaneously with attention to detail.



**Collaboration & Communication** - Excellent interpersonal skills to work cross-functionally with product, sales, design, and leadership teams.

**Adaptability & Agility** - Comfortable working in a fast-paced, constantly evolving environment; quick to pivot strategies based on performance data.

**Technical Acumen** - Strong Analytical skills and proficiency with marketing analytic tools (Google Analytics, HubSpot, LinkedIn Campaign Manager).

This is a full-time position, Monday to Friday, working remotely, with team meetings once per month in Cape Town office.

***Please note, you must be authorised to work in South Africa. We do not currently offer visa sponsorship.***

### **Why Join Us:**

At IAM Experts, you'll have the opportunity to work with cutting-edge technologies and collaborate with a talented team of professionals. We offer competitive compensation, comprehensive benefits, and opportunities for career growth and advancement. If you are passionate about technology and cybersecurity and thrive in a vibrant environment, we'd love to hear from you!

IAM Experts is an equal opportunity employer and values respect, diversity, inclusivity, and fairness in the workplace.

### **Contact:**

If you want to be part of our dynamic and talented team, please submit your CV and cover letter outlining your experience to [careers@iamexperts.org](mailto:careers@iamexperts.org).

Applications will be reviewed on a rolling basis until the position is filled.