

JOB TITLE	:	DIRECT CUSTOMER ENGAGEMENT MANAGER
REPORTS TO	:	HEAD OF MARKETING
BUSINESS UNIT	:	COMMERCIAL
LOCATION	:	HEAD OFFICE: PRETORIA
POSITION STATUS	:	CONTRACT
POSITION GRADE	:	D2

Purpose of the Job

The Direct Customer Engagement Manager develops, manages and optimises targeted, multi-channel customer engagement strategies and campaigns to strengthen customer relationships, drive product adoption, usage and retention, and improve customer experience. The role leverages customer insights to deliver personalised, inclusive communications that support financial inclusion, customer loyalty and sustainable business growth.

Job Responsibilities

- Develop and implement direct marketing and customer engagement strategies to support product adoption, usage, retention and customer loyalty.
- Plan, coordinate and execute targeted, customer campaigns across digital, voice, field and community-based channels.
- Segment customer databases and use customer insights to improve targeting, re-engage inactive customers and strengthen customer relationships.
- Monitor and report on campaign performance, using customer engagement data and insights to evaluate effectiveness and identify opportunities for improvement.
- Ensure compliance with applicable legislation, customer consent and data privacy requirements, brand standards and approved communication protocols,

Qualifications and Experience

- Bachelor's degree in Marketing, Communications, Public Relations, Commerce or a related field (NQF Level 7).
- A postgraduate qualification in Marketing, Communications, Public Relations, Commerce or a related field (NQF Level 8) would be advantageous.
- 5–8 years' experience in customer engagement or Customer Relationship Management (CRM), including at least three years in financial services, telecommunications or retail banking.
- Proven experience in customer retention programmes, personalised marketing, customer segmentation and the execution of large-scale direct and below-the-line marketing campaigns.
- Experience in financial services marketing, particularly within state-owned entities or organisations serving mass-market and low-income customers, would be advantageous.

Knowledge and understanding of:

- Direct marketing, customer engagement and Customer Relationship Management (CRM) principles and practices.
- Customer segmentation, behavioural insights, personalised marketing and customer retention strategies.
- Multi-channel campaign planning and execution across digital, voice, field and community-based channels.
- Campaign performance measurement, customer engagement metrics, reporting and return on investment.
- Relevant legislative and regulatory requirements, including, FAIS, POPIA and the Consumer Protection Act (CPA), as well as customer consent, data privacy and brand compliance standards.

Skills and Attributes

- Strong planning, coordination and campaign execution skills, with the ability to manage multiple activities and deadlines.
- Analytical skills, with the ability to interpret customer data, measure campaign performance and translate insights into actionable improvements.
- Strong written and verbal communication skills, with the ability to develop clear, relevant and customer-focused messaging.
- Stakeholder management and collaboration skills to work effectively across business units, agencies and service providers.

- Customer-centric approach, with a focus on building trust, improving customer experiences and strengthening engagement and loyalty.
- Strong attention to detail and commitment to compliance, data privacy and quality standards.
- Innovative and proactive approach to improving customer targeting, personalisation, campaign effectiveness and engagement processes.

How to Apply

If you wish to apply and meet the requirements, please forward your Curriculum Vitae (CV) to recruitmentNM@postbank.co.za. Please indicate in the subject line the position you are applying for. To view the full position specification, log on to www.postbank.co.za and click on Careers.

Closing Date

30 October 2026

Disclaimers

The South African Postbank SOC Limited is committed to the achievement and maintenance of diversity and equity in employment, especially with regard to race, gender and disability. In compliance with the bank's employment equity plans, we encourage and welcome applications from diverse groups from the South African Employee active population. Correspondence will be limited to short-listed candidates only.

If you do not hear from the South African Postbank SOC Limited or its Agent within 3 months of this advertisement, please accept that your application has been unsuccessful. The South African Postbank SOC Limited reserves the right not to fill the positions or to re-advertise the positions at any time.

POPIA provides that everyone has the right to privacy and it includes a right to protection against the unlawful collection, retention, dissemination and use of personal information. By applying for employment you consent to the processing of your personal information with Postbank. Your personal information and any attached text or documentation are retained by Postbank for a period in accordance with relevant data legislation.