



## DIGITAL MARKETING MANAGER

You would like to take on a role that will have a direct impact on the growing brand awareness and digital sales of the company? You like to drive website traffic and digital sales by developing and implementing a digital strategy?

**Performance, innovation and family** are words that speak to you and inspire you?

If so, we have what you need as we are currently looking for a **Digital Marketing Manager**.

The Techno-X Group and its companies are inspired by the desire of surpassing oneself and challenging limits. We are revolutionizing the field of security, technology, customer service, and outdoor activities with our innovative products and services.

### The responsibilities:

- Manage all digital media including strategy, planning, buying, execution, optimization, and analysis/reporting.
- Provide optimal budget forecasting and/or allocation recommendations, with the focus of achieving maximum reach, scale, engagement effectiveness, and performance efficiency.
- Manage all aspects of the day-to-day management of digital performance campaigns, including campaign creation, performance optimization, reporting, and budget monitoring and assess against goals (ROI and KPIs).
- Monitor and measure campaign performance in platforms, leverage insights and trends, and provide data backed recommendations to internal media partners and stakeholders.
- Provide weekly campaign reports to the line of business's marketing teams.
- Provide monthly wrap-up reports and provide deep and thorough insight into the performance of the campaign.
- One-off reporting needs to include, but is not limited to, additional research areas, insights, or historical performance.
- Use a strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Collaborate with other members of the marketing teams to bring brands to life with digital and creative contributions for messaging and offers.
- Meet with external advertising platforms and publishers to stay up to date on the latest opportunities in the media world to help execution and drive innovation in mixed channels.

### Requirements:

- Bachelor's degree in marketing or in a related field.
- 5+ years of experience in a digital marketing or advertising position with a focus on SEO, SEM, display networks, social media, and content management.
- Demonstrated cohesive end-to-end thinking in defining, creating, and executing acquisition campaigns.
- Demonstrated ability to interpret in-depth analyses, uncover actionable insight, and effectively communicate to the broader organization.
- Demonstrated experience in leading and managing SEO/SEM, social media, marketing database, and displaying advertising campaigns.





- Highly creative and experienced in identifying targeted audiences and devising digital campaigns that engage, inform, motivate, and convert.
- Solid knowledge of website and marketing analytics tools (e.g., Google Analytic, GTM, Google AdWords, GDN, FB Business Manager, Salesforce, DSPs, etc.).
- An excellent multi-tasker, extremely detail-oriented and motivated to play a key role in a growing company.
- Assertive, take-charge attitude, ambitious, creative, and team player.
- Deep knowledge of ad serving technologies and online advertising concepts.

#### **Nice to have:**

- Direct-to-consumer marketing experience.
- Retails/or e-commerce store experience.
- Experience with A/B and multivariate experiments.

#### **Why choose the Techno-X Group?**

- First of all, a work environment where performance, innovation, and family are valued!
- A work-life balance.
- Schedule flexibility for early and late risers.
- No traffic jam, you can work directly from home.
- A 24/7 free access to online doctors.
- A diversified company with a variety of challenges: you can't get bored.
- A group insurance, because we want to take care of our people.

**It is now your turn to tell us about yourself. All you have to do is apply!**

