

## Marketing Manager

### WHAT WOULD YOU DO

- Establishing the general marketing strategy online and offline,
- Supervision of all marketing activities (online, offline and operational),
- Analysing and estimating results from all marketing activities,
- Supervision of marketing team members,
- Preparing marketing and sales campaigns,
- Conducting all activities in Google Ecosystem, Social Media (Facebook, Instagram, YouTube), e-mailings campaigns, Display campaigns and other
- Maintaining and developing the website for better performance in terms of sales and customer experience,

### WHAT ARE WE EXPECTING FROM YOU?

- To deliver sales targets through ecommerce channel,
- To develop an integrated digital marketing strategy to generate pipeline sales growth against ROI targets and digital marketing infrastructure that is commercially robust, future proof and fully supported
- To develop digital demand campaigns to improve SEO, PPC, Social Media and digital display,
- To know how to sell in eCommerce channel,
- To keep abreast of the latest developments in digital to identify, prioritise and exploit technologies, platforms and methodologies to further the organisations reach and engagement with new and existing clients
- To oversee the strategic approach of social media, including channels such as, Facebook, Instagram and YouTube etc. that support marketing campaigns and promote the brand of the organization via these channels.
- To monitor and report on a range of appropriate platform/channel analytics and KPI's
- To develop and implement a regular calendar of relevant and engaging digital content
- To oversee the technical development of the organizations digital activity advising both on content and engagement models as well as the technical, infrastructure, code and hosting aspects of projects

### WHO WE ARE LOOKING FOR

- Experience in a broad range of digital marketing techniques, including solid knowledge of Google Ecosystem, PPC, content management, social media, email marketing,
- Detailed working knowledge of digital marketing tools – particularly GA, AdWords, GTM, Google Optimize, You Tube, Facebook Ads Manager, WordPress,
- Strong analytical and problem solving skills with the ability to influence strategy using data and insight
- An ability to work collaboratively within the team and across the organization, whilst also being self-motivated and able to work independently
- Experience of managing team members
- An ability to influence and persuade at all levels - both internally and externally
- Fluent in English and Czech; other languages are considered an asset.
- You should know MS Office very good, especially MS Excel

## WHAT CAN WE OFFER YOU?

- Work in the fast growing international company with digital focus
- Unique career experience and unparalleled opportunity for you to grow
- Work in a multi-national and professional environment
- Friendly workplace environment, team bonding events, ability to participate in after work activities
- Attractive remuneration
- Competitive benefits package: e.g. sport packages, external courses