



Digital Marketing Specialist

Scope of duties:

- SaaS marketplace B2B and B2B2C
- Develop strong and innovative strategies to promote the business brand and services
- Understand the workings of all marketing tools and techniques like PPC, SEO, SEM, email, social media, and display advertising towards promoting appropriately the profit goal of the organization
- Coordinate and challenge the collaboration with external digital agencies of the organization
- Maintain campaign reporting, metrics, and site analysis
- Oversee day-to-day activities of company affiliates
- Plan and oversee execution of campaign schedules and budgets
- Lead management off the digital touch points of the organization
- Measure and assess goals versus set ROI

Our requirements:

- Bachelor's degree in a field of marketing or related
- 2+ years of working experience as a Digital Marketing Specialist
- Possess good understanding of digital production and marketing strategies
- Proven experience in innovative digital campaign and effective service delivery
- Ability to manage the relationship with digital agencies
- Solid understanding of social media marketing and campaigning
- Ability to handle digital analysis and web metrics duties
- Very strong communication skills, both written and verbal
- Fluency in English

What you can expect from us:

- working in a team inspired and fascinated by Computer Vision technologies
- friendly atmosphere, daily cooperation with open minded people
- various, interesting projects in cutting-edge technologies
- real personal impact on implemented projects
- remuneration package adequate to your experience
- flexible working hours

Please add a clause to your CV:

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