

## Internet Marketing Manager

Farmia is an innovative startup company that works to improve disrupted old livestock industry with main goal to help farmers and buyers to trade livestock. We have a strong vision to become leading service platform for trading livestock in Europe.

### You are:

- You are not afraid of challenges and you are eager to smack them?
- You eat, sleep and breathe revolution?
- Surpassing the expectations is your default mode, but you are still modest and down to earth person?
- If and only if, you have three positive answers to these questions this advert is for you

Join us and you'll start experiencing fun side of working with people who are diverse, positive, and passionate about technology and agriculture. Here is the list of your responsibilities and skills we expect you to possess:

### Responsibilities:

- Optimize copy and landing pages for search engine marketing
- Perform ongoing keyword discovery, expansion and optimization
- Research and implement search engine optimization recommendations
- Research and analyze competitor advertising links
- Develop and implement link building strategy
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code
- Work with editorial and marketing team to drive SEO in content creation and content programming
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords
- Execute tests, collect and analyze data, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Track, report, and analyze website analytics and PPC initiatives and campaigns
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies
- Creating, managing and delivering future online marketing campaigns through Social Media
- Monitor comments and messages across all social media platforms, blog, agriculture forums etc., and respond in a timely manner
- Report KPIs that measure the effectiveness of marketing campaigns. Research current trends and discover new platforms for promoting Farmia to farmers.
- Monitor and generate weekly reports that show engagements and growth in online community

### What you should have:

- Graduated or final year of studies in marketing, new media, business or related field is desired
- Proven SEO experience
- Proven SEM experience managing PPC campaigns across Google, Yahoo and Bing
- Solid understanding of performance marketing, conversion, and online customer acquisition
- In-depth experience with website analytics tools (e.g. Google Analytics, kissmetrics etc)
- Experience with A/B and multivariate experiments
- Up-to-date with the latest trends and best practices in SEO and SEM
- Good research skills
- Excellent logical and analytical capabilities
- Data-driven decision mentality
- Creative solutions driven mindset
- Copywriting skills
- Ability to learn fast and adopt new skills
- Excellent written and spoken English and/or German

**What we offer:**

- Full time job or internship it depends on you
- An adequate financial compensation with an opportunity for different types of bonuses
- Unlimited vacation policy; work hard and take time when you need it
- Opportunity to learn and improve as much as **you** can imagine
- A job in a company that will grow as much as **we as a team** can imagine
- Performance oriented work environment
- A great working space with an awesome balcony in downtown Belgrade
- Being a part of a young and dynamic team that works hard, has fun, and loves a challenge

Send us a motivation letter and CV (to [info@farmia.co](mailto:info@farmia.co)) so you can have a chance to find joy in your workplace and be a part of the team that creates a revolution in livestock market and startup world.

\* Please Note - We really do appreciate your interest, but due to high number of applicants, we will only respond directly to those who best qualify and meet the specific criteria and standards of our roles.