

Marketing Manager

Novi Sad

As a marketing manager you will be in charge of defining and implementing marketing strategies for a variety of products, both physical (hardware) and virtual (software).

Your tasks will include market research and analysis, developing marketing strategies, coordinating and overseeing all promotional efforts, allocation of the marketing budget, identifying new ways to drive sales through marketing activities, keeping up with a constantly changing marketing environment, identifying target markets and best ways to reach them, etc.

Required skills:

- Education in the fundamentals of marketing theory, economics and consumer behavior
- Excellent knowledge of traditional and digital marketing channels
- Keeping up with new technology, such as mobile advertising
- Strong grasp of SEO and ASO principles
- Experience in market research and analysis
- Ability to formulate strategies based on knowledge of our audiences and wider online communities
- Strong creative thinking
- Solid knowledge of website analytics tools (Google AdWords, Google Analytics or other)
- High level of organization with the ability to manage multiple projects while meeting deadlines
- Maintaining a level of excellence in verbal and written communication
- Excellent knowledge of English language
- Proficient use of the MS Office package

Extra skills:

- Experience in the gaming industry
- Experience in startup marketing and crowdfunding campaigns
- Experience in the global marketplace

Application deadline:

July 31

Contact:

If you wish to apply or want to hear a bit more about the position, visit our [website](#) or contact our HR department at hr@eipix.com.

Note: Positive “can do” attitude, passion and the ability to commit to any task and inspire others.