

# DIGITAL MARKETING SPECIALIST

Positioned in Sarajevo headquarter



## Objectives & Responsibilities

The Digital Marketing Specialist is responsible for managing and optimising digital marketing actions with existing clients and prospects through web and later mobile channels to reach sales and marketing objectives for the world market leader in the trade of assembly and fixing material.

He/She will work in a small, dynamic team with close contact to other departments like Marketing and Sales to run existing digital marketing tools and put new digital marketing tools into place. The Digital Marketing Specialist focuses on managing the operational and strategic activities in the field of Search Engine Marketing and Newsletter Marketing for Bosnia and Herzegovina.

## Activities

- Manage strategic planning and implementation of all digital marketing initiatives (email marketing, display advertising, programmatic advertising, affiliate marketing, SEO/SEM, retargeting, etc.), on web and later on mobile
- Plan and manage digital marketing campaigns
- Set up and running of an effective newsletter marketing
- Track the conversion rate, analyse the data and structure the report on the effectiveness of the programs and marketing campaigns implemented
- Suggest changes in strategy and of the website based on the keyword and campaign performances
- Develop strategies to further drive online traffic to the company's websites
- Handling agencies in SEM and newsletter marketing
- Analyse and create reports on leads obtained daily to verify the alignment with strategic objectives
- Sustain and develop the company's online brand reputation

## Requirements

- Profound knowledge of digital marketing channels and strategies (direct marketing, web marketing, newsletter marketing).
- Profound knowledge of promotional and web advertising channels and strategies
- Profound knowledge of the main analytics instruments (for ex. Google Analytics, PIWIK, etc.)
- Profound knowledge of PPC (Pay per click) campaign instruments (ex. Google AdWords Editor and Microsoft AdCenter)
- Profound knowledge of techniques that include pay per click, SEO, SEM techniques and affiliation programs
- Profound Experience with key performance indicators in SEM and Newsletter Marketing
- Good knowledge in running newsletter campaigns.
- General knowledge of SEO and UX (User Experience)
- Knowledge of Inxmail is considered a plus
- General knowledge of mobile marketing is considered a plus
- Fluent English, knowledge of German is considered a plus

Possible candidates are welcome to send us their applications and CV's using an e-mail: [posao@wurth.ba](mailto:posao@wurth.ba).