

Fișa postului

Titlu post: Specialist Marketing Online

Descriere post:

Specialistul în marketing online va fi responsabil pentru gestionarea și dezvoltarea campaniilor de marketing digital ale companiei. Va colabora cu departamentul de vânzări pentru a defini strategia de marketing, va coordona echipa de marketing digital și va urmări obiectivele de vânzări și de trafic web.

Responsabilități:

- Definirea și implementarea strategiei de marketing digital pentru companie.
- Coordonarea echipelor de marketing digital pentru a îndeplini obiectivele de vânzări și de trafic web.
- Planificarea și executarea campaniilor de publicitate online, inclusiv PPC și afiliere.
- Monitorizarea performanței campaniilor și optimizarea lor pentru a îmbunătăți rezultatele.
- Gestionarea relațiilor cu agențiile și partenerii de publicitate online.

Cerințe de calificare:

Licență în marketing, afaceri sau domeniu similar.

Cel puțin 3 ani de experiență în marketing digital.

Cunoștințe avansate de Google Analytics și Google Ads.

Abilități excelente de comunicare și de conducere a echipei.

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SA Adler



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