

## International Performance Marketing (Hybrid)

Apply Now

Company: PcComponentes

Location: Spain

Category: other-general

PcComponentes is growing internationally and we want to expand our technology expertise and our e-commerce service worldwide. To do so, our first aim is to be relevant in Europe, and we are looking for the person who will be responsible for planning, executing and optimising digital marketing strategies with the aim of improving the performance and effectiveness of online advertising campaigns for our international expansion. Your mission will be to drive the company's growth and visibility through digital channels, maximising ROI and business objectives.

### How will my role be?

Creation, optimisation and management of campaigns on various digital **advertising platforms** such as: Google Ads, Bing **Social Ads**, such as Facebook Ads, Twitter Ads, Bing Ads, Tiktok, Reddit. Programmatic with RTBHouse, Criteo, etc. **Own channels**, such as: Email marketing, push web, App, RRSS.

Create or lead the creation of assets to achieve results, or influence other departments of the company to achieve them.

Have a clear vision of the objectives through OKRs and the achievement of the initiatives that lead to success.

Develop and implement the tasks for the creation of acquisition flows at all stages of the conversion funnel to maximise the benefits. Starting with more TOFU channels such as blog content or organic social networks and achieving conversion in BOFU channels such as Google Ads in Shopping or email marketing to sales. Based on channel attribution analysis

models.

Proactively identify and analyse growth options and opportunities and issues solving.

ROAS and CPA control. Optimisation according to profitability criteria.

Tracking, monitoring of results and budget development.

Report to HQ Traffic Acquisition Manager.

Develop and implement performance marketing strategies to achieve the company's objectives.

Collaborate with internal and external teams to ensure consistency, delivery and integration of marketing strategies.

Keeping abreast of trends and developments in digital marketing to apply best practices to campaigns.

Conversion optimisation based on a worked flow in all phases of the funnel.

### **Requirements:**

At least 6 years experience in a similar role, with a specific focus on performance marketing.

Significant knowledge of everything related to visual media (Instagram, Meta, Youtube, TikTok...) and asset generation and performance.

Advanced knowledge of web analytics and digital advertising tools and platforms.

Ability to work autonomously and manage multiple projects simultaneously

Analytical skills to interpret key performance and business data and metrics.

High results orientation and ability to make data-driven decisions.

Flexibility to adapt to changes in the digital environment and marketing strategies.

Excellent communication skills and ability to lead teams in a collaborative environment.

Commitment to continuous improvement and constant updating of knowledge in digital marketing.

Fluent Spanish and English. A third language will be a plus.

Initiative and proactivity to achieve results.

Results orientation and ability to work under pressure in a dynamic environment.

Creativity and ability to generate innovative ideas to optimize campaigns in pursuit of business objectives.

### **Current geographical areas of action:**

ES - FR - IT - PT - DE

### **What do we offer?**

Entry salary range 45k to 55k

Hybrid Work. You will go to the Murcia's HQ sometimes, during the quarter (not each week)

Flexible work hours and autonomy. Set your day as it best fits for you. We define the objective, you will have the freedom to choose the path to achieve it.

Personal development. We invest in general training (for the entire team) and specific training (for you). Our goal is for you to continue growing.

Flexible remuneration (restaurant voucher, training, nursery school, health insurance...).

Discount on your purchases at PcComponentes and other stores (travel, general consumption, lifestyle...).

Free Medical, Legal & Veterinary Chat. Our chat service allows you to chat with a specialist in medical, legal and veterinary matters 24 hours a day anywhere in the world.

Personal well-being area, you can access exercise programs and online training rooms; and nutrition and healthy eating plans.

Free emotional well-being program. Where you can access an online psychological care service for free and confidentially.

**Will you join our amazing team?**

**Apply Now**

### **Cross References and Citations:**

- 1. International Performance Marketing (Hybrid) Instrumentationjobs Jobs Spain  
Instrumentationjobs ↗**
- 2. International Performance Marketing (Hybrid) Denmarkjobs Jobs Spain Denmarkjobs**
- 3. International Performance Marketing (Hybrid) Socialnetworkingjobfinder Jobs Spain  
Socialnetworkingjobfinder ↗**
- 4. International Performance Marketing (Hybrid) Cardiologistjobs Jobs Spain  
Cardiologistjobs ↗**
- 5. International Performance Marketing (Hybrid) Neurologistjobs Jobs Spain  
Neurologistjobs ↗**
- 6. International Performance Marketing (Hybrid) Russiajobs Jobs Spain Russiajobs ↗**
- 7. International Performance Marketing (Hybrid) Nyjobscentral Jobs Spain  
Nyjobscentral ↗**
- 8. International Performance Marketing (Hybrid) Shanghaijobs Jobs Spain Shanghaijobs**
- 9. International Performance Marketing (Hybrid) SearchaustralianjobsJobs Spain  
Searchaustralianjobs↗**
- 10. International Performance Marketing (Hybrid) Nutritionistjobs Jobs Spain  
Nutritionistjobs ↗**
- 11. International Performance Marketing (Hybrid) PlumberjobsJobs Spain Plumberjobs↗**
- 12. International Performance Marketing (Hybrid) Trademethejobs Jobs Spain  
Trademethejobs ↗**
- 13. International Performance Marketing (Hybrid) Veterinaryjobs Jobs Spain  
Veterinaryjobs ↗**

14. International Performance Marketing (Hybrid) Ukjobscentral Jobs Spain  
Ukjobscentral ↗
15. International Performance Marketing (Hybrid) DhakajobsJobs Spain Dhakajobs↗
16. International Performance Marketing (Hybrid) Norwayjobs Jobs Spain Norwayjobs ↗
17. International Performance Marketing (Hybrid) SupplychainjobsJobs Spain  
Supplychainjobs↗
18. International Performance Marketing (Hybrid) TollywoodjobsJobs Spain  
Tollywoodjobs↗
19. International performance marketing (hybrid) Jobs Spain ↗
20. AMP Version of International performance marketing (hybrid) ↗
21. International performance marketing (hybrid) Spain Jobs ↗
22. International performance marketing (hybrid) Jobs Spain ↗
23. International performance marketing (hybrid) Job Search ↗
24. International performance marketing (hybrid) Search ↗
25. International performance marketing (hybrid) Find Jobs ↗

Source:<https://es.expertini.com/jobs/job/international-performance-marketing-hybrid--spain-pccomponentes-45298ec350/>

Generated on: 2024-05-03 by Expertini.Com