

Junior Performance Marketing Manager

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Company: WorkMotion

Location: Spain

Category: other-general

You are enthusiastic for digital marketing? You thrive in a fast-paced environment? “Data-driven” is not just a phrase you use, but part of your daily routine? Then you might want to take advantage of this great opportunity and actively shape WorkMotion's growth story. As Performance Marketing Manager inside our Marketing team, you'll have the chance to be part of a textbook hyper-growth scale-up and help us to shape the future of work!

We value work-life balance, so please only apply if you're based within 2 hours of the Central European Timezone.

What you'll do...

Performance Marketing Strategy and Execution:

Develop and implement performance marketing strategies across various digital channels, including paid search, display advertising, social media advertising, and retargeting.

Plan, launch, and manage performance marketing campaigns across multiple markets, targeting specific customer segments.

Monitor campaign performance, conduct A/B tests, and optimize campaigns to maximize ROI and drive customer acquisition.

CRM, Data, and Analytics:

Utilize customer relationship management (CRM) systems to segment and target audiences effectively.

Analyze marketing campaign data and metrics to derive insights, identify trends, and make data-driven decisions.

Develop and maintain performance marketing dashboards to track KPIs and report on campaign effectiveness.

Testing, Optimization, and Scalability:

Implement rigorous testing methodologies to evaluate different marketing tactics, channels, and messaging.

Conduct ongoing experiments and optimizations to improve campaign performance and increase conversions.

Identify opportunities for scalability and expansion into new markets based on data-driven insights.

What we're looking for...

2+ years of proven experience in performance marketing, digital marketing, or a similar role

Strong proficiency in digital marketing channels, including paid search, display advertising, social media advertising

Solid understanding of a marketing funnel model and ability to analyze and adapt marketing campaigns to the customer journey

Proficiency in CRM systems, data analytics, and campaign performance tracking.

Demonstrated ability to develop and execute successful marketing campaigns, driving customer acquisition and revenue growth

Ability to manage and optimize paid campaign to maximize return on investment (ROI) and customer acquisition efficiency

Ability to analyze campaign performance, identify areas for improvement, report, and implement A/B testing based on collected data

What we offer...

As a fully remote and completely distributed team, you can do your best work from anywhere

you are the happiest

Trust-based work – organize your own schedule. We want to celebrate results, not hours spent working

Subsidised gym membership subscription

Training and development allowance

Merit-based culture with substantial growth opportunities

Opportunities to get to know some of your colleagues at our offices

WorkFlex - easily workation from your dream destination

Collaborative team culture where everyone's input is valued

Regular virtual events and annual team meetups

*Some benefits may vary due to local law and regulations.

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