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DIGITAL MARKETING MANAGER - STOCKHOLM

Stockholm, reference 2020-00152

COMPANY DESCRIPTION

An international organization within mobility services operating on the Scandinavian market. They give full service and tailor-made solutions for small and medium sized companies to assist them with solutions for an optimized mobilization. Inspire, empower and stimulate! Be a shining star of the team!

JOB DESCRIPTION

The job will offer you to steer your career on a whole new level and grow? Do you want grow as a pro digital marketing mastermind? If yes, then this is the opportunity for you!

The team and the company is determined to conquer the Retail (Small Businesses) market. You know the ins and outs of digital marketing and the digital customer journey. You know what people are looking for and you know how to target the right people and create campaigns that speak to them. You will play a significant role in increasing the brand awareness while also driving web-traffic and conversions. You'll be the one with a strong creative, strategic and operational touch of digital marketing, but you don't have to have a ton of experience. The team supports each other and learn from their mistakes. What matters most is the willingness to grow and strive towards even better results. Be a part of the Retail team to get the best insight for your work. In marketing issues, you'll have an international support net from the Retail marketing community. Although this position is new in our office in Sweden, you don't have to start everything from scratch.

Here an overview of your tasks (not limited to):

· get familiar with the market and gain customer understanding

· create strategies for reaching the right people in the right digital platforms \cdot establish the right tools – conversion funnel thinking, personas, campaigns, channels etc.

· manage the website, social media and digital marketing campaigns

· define processes to increase efficiency on web channel

· launch and develop the Retail web channel

· know when to outsource – for example the reporting and analyzing of the online behaviour of the clients, traffic generation, ROI, conversion and revenue data understand and embrace the reports and analysis and use them in a result-oriented way

· provide insights on new trends and practices, namely Social Media, AI, Internet of Things, etc. and how they could be beneficial to the company

REQUIREMENTS

As this is a new position within the **Sweden office**, we think you bring a degree (Bachelor or Master) and as of 3 years of working experience on online content publishing and CRM systems. You know online marketing (SEM, content marketing, email marketing, conversion optimization) and love Google Analytics!

As this role is for an international company on the **Swedish market** – reaching out to Swedish customers – excellent communication in reading and writing in Swedish is essential. Fluency in English is a no brainer for you! You love travelling as occasional travel is involved. Further you are skilled within MS Office.

WORKING CONDITIONS

This work place offers you a lot of fun! You will work in a positive, dynamic (international) environment with great opportunities to explore yourself and come up with ideas for making the business better. Be a part of a team of around 40 people that are all willing to move ahead and work together. Here you can build your ultimate working experience as they will invest in your development by giving trainings. Salary depends on experience you bring in, starting as of 25 000 SEK per month. Further they offer a nice compensation and benefits package.

If you wish to have more information on the salary indication and benefits, please contact us today at Sweden@undutchables.se

selection procedure

If you are interested in this vacancy, you can apply by clicking on the button above. Your application will be sent directly to the recruiter in charge.

IMPORTANT: if you are not yet registered with Undutchables we kindly ask you to do so. Your information will be handled in the strictest confidence and your CV will not be sent to a company unless you have given prior permission. We will invite you for an extensive interview, as soon as any potential job opportunities arise. We will advise you on issues regarding employment in the Netherlands and Sweden. Then, if possible, we will introduce you to a prospective company and provide support during the selection procedure.

GOOD TO KNOW

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RECRUITER CONTACT

Karin Björkman, Undutchables Sweden karin.bjorkman@undutchables.se

CONTACT US!

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