**Job Overview**As a Country Marketing Manager at Rohlik Group, you will localize centrally developed campaigns, maintain social media presence, and execute local activities such as influencer campaigns, events, competitions, or radio campaigns within budget.

**Key Responsibilities**

* **Campaign Localization:** Adapt centrally developed campaigns for the local market.
* **Social Media Management:** Grow and engage the social media community.
* **Local Marketing Activities:** Plan and execute local influencer campaigns, events, competitions, and radio campaigns.
* **Collaboration:** Work with various departments to ensure cohesive marketing efforts.
* **Customer Focus:** Research and respond to local customer preferences and market trends.

**Key Performance Indicators (KPIs):**

* Successful localization and execution of central campaigns (FTUs, MAUs, CAC)
* Social media engagement and growth
* Effectiveness of local marketing activities (e.g., FTUs from local activities, influencer impact on FTUs)

**Candidate Requirements**

* **Education:** Bachelor’s degree in Marketing, Business, Communications, or related field.
* **Experience:** 3-5 years in marketing management, focusing on local campaigns and social media.
* **Skills:** Strong analytical, communication, and social media skills. Fluency in English.