

# Marketing Job Description

## About Us

Founded in 2014, WEMAİK creates technology that reimagines how digital transformation is achieved, and what is necessary for a successful project. Through our integrated software platforms, we enable enhanced business decision-making by revealing new insights from company information and quickly deploying these insights to business experts via bespoke enterprise-grade applications. Transformation solutions created with our platform unlock huge commercial value and enhance business competitiveness with increased agility. We employ amazing people and foster their dedication, enthusiasm and flair.

At WEMAİK we apply a management style and development approach that ensures professional standards whilst allowing for innovation and change – and above all, fun. We work hard as a team to consistently meet our customer's needs and consequently their trust and repeat business.

# Digital Marketing Manager

## Role Summary

- Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising
- Maintaining our social media presence across all digital channels
- Measuring and reporting on the performance of all digital marketing campaigns

## Job brief

If you live and breathe digital marketing, we want to talk to you. We are looking for a Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels.

You should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. Digital marketing managers will work with the marketing team, supporting teams, and vendors to launch campaigns on time and on budget.

## Responsibilities

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

## Requirements

- BS/MS degree in marketing or a related field
- Proven working experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of ad serving tools (e.g., DART, Atlas)

- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement