

Country : Romania

Company : Flowmatters <https://www.flowmatters.com/>



## FLOWMATTERS

### Online Marketing Specialist

Flowmatters

Depuneți candidatura pe site-ul companiei

♡ Salvati loc de munca

📍 Cluj-Napoca

#### Is online marketing your middle name and creativity your game?

- Well, then it's time we met. If you simply love analytics, you're always up-to-date with industry news, you love change and branding is something that follows you wherever you may go, then hit that submit button and send us your resume. You'll simply love being a part of the Flowmatters Dream Team while doing what you love.

#### About the role:

- Manage client and in-house social media accounts and platforms
- Identify trends, insights, and optimize costs and performance
- Create and implement social media, marketing and branding strategies
- Create and develop visual concepts for SM platforms and Newsletter campaigns
- Create and deliver Newsletter campaigns
- Track and research market information by collecting, analyzing, and summarizing data and trends
- Elaborate, improve and implement online marketing strategies
- Manage social media accounts (Facebook, LinkedIn, Instagram etc.)
- Improve Social Media Account Growth
- Create and develop new marketing campaign strategies
- Manage and constantly update website content

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- Responsible for website analysis and development, using the information gathered through Google Analytics
  - Manage Social Media Content and create original content suited for each platform
  - Website content optimization for SEO
  - Manage customer feedback and optimize campaigns and strategies accordingly

**We have:**

- Competitive salaries based on knowledge and experience
- An open mind for new ideas and methodologies
- Large projects for leading international clients
- A team of aces to work with and learn from
- The latest technologies in the field
- Flexible working hours
- Social activities
- Sports activities

**You have:**

- Degree in marketing or a related field, Communication & PR, Publicity
- Minimum 2 years of experience in optimizing landing pages and user funnels
- Minimum 3 years of experience in online marketing
- Experience in setting up and optimizing Google Ads campaigns
- Experience in setting up and optimizing Facebook Ads campaigns
- Social Media Marketing - knowledge and best practices

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- An analytical and proactive approach to online marketing
  - Content writing capabilities with SEO in mind
  - Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
  - Research, analyze and understand user audiences
  - Business process understanding
  - Fluency in English
  - Attention to details

**Extra awesome:**

- Proactive attitude
- Cambridge Certificate in Advanced English
- Google Certifications
- Ability to deliver on time and eagerness to learn
- Basic design in Photoshop or Figma
- SEO knowledge

Flowmatters - Azi - raportați locul de muncă

- locul de muncă inițial

[https://ro.indeed.com/viewjob?jk=92f1f35fb9f36d99&q=Cambridge&tk=1ec2isgb1qnak801&from=ja&alid=5de50e5fb5e9c72a18bd2b56&utm\\_campaign=job\\_alerts&utm\\_medium=email&utm\\_source=jobseeker\\_emails&rgtk=1ec2isgb1qnak801](https://ro.indeed.com/viewjob?jk=92f1f35fb9f36d99&q=Cambridge&tk=1ec2isgb1qnak801&from=ja&alid=5de50e5fb5e9c72a18bd2b56&utm_campaign=job_alerts&utm_medium=email&utm_source=jobseeker_emails&rgtk=1ec2isgb1qnak801)