



# **DIGITAL MARKETING SPECIALIST FOR SOUTH EUROPE & MEDITERRANEAN**

(MATERNITY LEAVE COVER)



KONE is currently looking for a maternity leave replacement for a period of minimum 1 year up to a period of 2 years. This full-time position is based in Sofia and will report to Area Marketing & Communications Director for South Europe and Mediterranean.

#### We are looking for:

- We are looking for a Digital Marketing Specialist to join our team as a maternity cover for one or two years.

Based in Sofia, you will support the digital marketing activities of a set of countries (South Europe & Mediterranean).

- You will work in close collaboration with different local teams to coordinate our web & digital marketing activities across the area.

#### Responsibilities

- Update KONE's websites content, in coordination with the local teams.
- Improve search-engine rankings for each country's website.
- Implement digital media and emailing campaigns in different countries.
- Monitor website analytics KPIs.
- Work in interaction with the Global Marketing team based in Finland, and the local Marketing&Communications teams of 7 frontlines (Balkans, Belgium, Iberica, France, Israel, Italy, Turkey)

#### Skills, Education, and Experience:

- BSc degree in Marketing, Digital media, or relevant field
- Fluent in English, additional language is a plus (French, Hebrew, Italian, Spanish)
- Expertise in web design and content management systems (SDL Tridion)
- Expertise in the use of website traffic analysis (Adobe & Google Analytics, Semrush)
- Expertise in CRM (Salesforce) and Marketing automation solutions (Marketing Cloud)
- Knowledge of online advertising (Google Ads, LinkedIn, Facebook Ads) Knowledge of media editing software (Photoshop, Premiere Pro,..)

Please send your CV to [evelin.basarab@kone.com](mailto:evelin.basarab@kone.com)