



Digital Marketing Campaign Manager Marketing department

Responsibilities:

- Plan and execute all digital marketing performance activities and campaigns (e.g. Google Ads, Facebook Ads, Programmatic Buying, E-mail, social media and display advertising campaigns)
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, optimize spending and drive performance based on analytics
- Using SAFe for Marketing approach in a hybrid Waterfall-Agile environment
- Work closely with business, technical and development teams
- Be responsible for product requirements elicitation
- Participate in development, prioritization and maintenance of the team product backlog
- Manage, iterate and track the continued success of all product features
- Prepare and maintain project/product documentation and reports

Requirements:

- Demonstrable experience leading and managing performance activities and campaigns
- Experience in optimizing landing pages and user funnels
- Result focused, self-driven and motivated personality
- Critical thinking
- Strong communication, analytical and problem-solving skills

What we offer:

- Dynamic and challenging job
- Opportunity to learn and improve your skills
- Friendly work environment
- Preferences for bank products and services
- Annual bonus scheme depending on the achieved results
- Preferential conditions for Multisport card
- Great location – in the heart of Sofia's city center

If you are interested in this offer, please send us your CV to: Martin.Iliev@dskbank.bg