

Digital Marketing Specialist

A company specialized in the production and trade of leather underwear and luxury fetish accessories is looking to hire a Digital Marketing Specialist in Sofia.

We are looking for someone who is perfectly familiar with the communication capabilities of the Internet as a global media and manages to see them in their entirety. Someone who knows where, when and what is good to be published to attract the attention of the audience and to keep it for a long time at a reasonable price. Someone who understands consumer behavior, knows how to motivate and direct it, and where it could find potential for more consumers and more sales. Someone who lives with a sense of mission and is ready to become the cool mind and the hot heart of our marketing team. We are looking for you!

Job Description:

- Builds a comprehensive strategy for branding and product portfolio in Internet by coordinating the work of the marketing team and is directly involved in the implementation of the assigned tasks;
- Makes on-line user behavior surveys by defining target groups and impact channels (themed sites, blogs, apps, social networks, forums, email marketing, electronic newsletters, graphics, videos, influencers, paid advertising, etc.);
- Creates, edits and publishes content for the company's products in the on-line store and in the targeted channels;
- Manages company presence in popular social media: Facebook, Twitter, Instagram, Google+;
- Plans, justifies budget, and manages brand advertising campaigns on Facebook, Google AdWords, and Google AdSense.
- Organizes email campaigns and loyalty programs by targeting customers in client databases and keeps them up to date;
- Administers the company's online store and takes care of the SEO optimization of its content;
- Follows current trends in digital marketing development and works continuously to deliver high marketing efficiency.

The skills we are looking for:

- Higher education in marketing, advertising, PR or IT;
- Required experience in the field of digital marketing and on-line sales 2+ years;
- Very good command and developed skills in creative writing in English (Ad Writing / Copywriting);
- Knowledge of a second language is an advantage;
- Excellent knowledge of the main social media (Facebook, Twitter, Instagram), their tools and peculiarities, and the practical experience in using them to achieve the stated goals;
- Comprehensive understanding of the principles of SEO and basic knowledge of HTML & CSS;
- Adobe Photoshop or other graphics editing skills (Adobe Illustrator, CorelDRAW) are an asset;

The company offers:

- Very good starting salary + bonuses depending on the market performance of the company and the results achieved;
- Permanent employment contract and social security contributions on the actual salary;
- Managing position in an innovative company operating directly on the international market;
- Participation in interesting projects and work in a dynamic environment;
- 5-day work week and 8-hour working day with flexible working hours.

To apply, please send us a CV - in CV format or in free text to contact@pegacontex.com, as long as the exhibition shows what you have studied and worked with. We will be glad to tell us about everything that inspires you. Because man is as big as his dreams are.

Note: All applications will be treated confidentially. Only candidates approved by documents will be invited to an interview.