



Digital Performance Specialist

We are looking for a Digital Performance Specialist to implement, track and optimize our digital marketing campaigns across all digital channels.

The ideal candidate is a digital media and online marketing professional skilled in using analytics tools to aid setting KPIs, planning, reporting, testing, optimizing, evaluating and presenting performance results.

You will:

- Be undertaking in-depth analysis of digital marketing activities in order to identify trends, insights and opportunities
- Track, report, analyze and optimize all digital marketing campaigns and their spend (PPC, Display, SEO, Affiliates, Social Media, Email, Video ...) to ensure effective ROI and reach sales objectives
- Plan, execute, and measure experiments and conversion tests to improve lead generation rate for each individual channel
- Provide actionable steps needed for conversion rate optimization
- Be monitoring, optimizing and measuring web trends, traffic metrics and funnel performance and regularly update the Digital Dashboard

Must have:

- Strong analytical skills and data-driven thinking
- Ability to understand complex data, identify key trends and opportunities, putting forward hypotheses to be tested and delivering recommendations
- Solid understanding of performance marketing and online customer acquisition
- Good planning skills, able to come up with solutions, being a problem solver
- Digital Media Metrics expertise

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- Proficient with Google Analytics Custom Reports & Dashboards, Facebook Insights
- Experience in setting up and optimising Google Adwords campaigns
- Advanced Excel skills and a good command of english
- Experience working with Google Tag Manager, Google Webmaster Tools
- Google Analytics certification
- Up-to-date with the latest changes and best practices in SEO and SEM

OFFER

- Competitive benefits
- Excellent opportunity for career growth
- Medical assurance