

ConsultaClick Eastern Europe - HR

Recruitment

Function: Senior Digital Marketing Specialist

Superior: Marketing Manager ConsultaClick Eastern Europe

We are looking for a passionate marketer, with a resourceful and creative approach, driven by success and creating an impact.

Job mission: To support the development of the marketing strategies and to implement online plans to increase the number of patients who will actively use ConsultaClick platform in the search for a healthcare provider and to instantly book the service online. Develop and implement ways to improve user experience in interactions with the portal, and the results of all performance channels.

Main Responsibilities

- Develop online strategies that would support in achieving the business and marketing objectives;
- Carry out market research and draw customer insights for each of the targeted segments, in order to assess channel efficiency and impact, healthcare market demand, brand positioning and awareness;
- Suggest, implement and monitor the channel mix for each action, segment or project;
- Ownership over the performance channels (AdWords, Facebook Ads, Email Marketing etc) and their KPIs;
- Develop continuous plans for increasing organic traffic (SEO optimization, link-building, Google Search Console);
- Develop campaigns that would aim the increase of clients' loyalty, of brand awareness and the user/ client education;
- Continuously improve the layouts, approach and content of all brand-owned channels;
- Permanent connection with remaining team in order to improve ConsultaClick service and provide add value to our customers.

Hard skills

- University degree, preferably in marketing or communication;
- Proven experience of 2-3 years, minimum, in working with performance channels (AdWords, Facebook Ads, Email Marketing) and lead generation/ management;

- Good command of Photoshop or other visual editing tool;
- Knowledgeable in Analytics, Google Search Console, SEO Tools, HTML editors;
- Perfect command of Microsoft Office Pack;
- English – full command of the English language, in both written and verbal communication.

Soft skills

- Team worker with good communication & relationship
- Commitment
- Initiative and proactivity
- Assertiveness
- Planning and Organization
- Hard working and passionate

Benefits

- A fast pacing environment where you never get bored
- A young and friendly team, formed of open minded people
- Financial package that will be defined based on the experience, along with the constant possibility for growth
- We see and appreciate passion and performance

We believe in people and we support growth as part of our company development, so if you are searching for a place where you can make a difference, sharpen your CV and aim right on the application button, for you have reached the perfect place.