

Digital Marketing - Specialist

Mostar, Belgrade or Zagreb, partially remote work

Company Introduction

More Screens is an established Research & Development company specializing in Multi-Screen Video Delivery solutions and services. Developing our own products using industry-leading technology we help customers build outstanding and profitable Video over IP platforms, for any purpose, on any device.

Job Description

- Creating a digital marketing strategy
- Creating a publishing plan and publishing of content on social networks
- Design and implementation of online marketing campaigns
- Management of digital campaigns on social networks: Facebook, Instagram ...
- Managing communication with social networks members
- Creating and optimizing ads on the Google Ads platform
- Monitoring and analyzing success of digital campaigns
- Copywriting and coordination of content/text creation with associates
- Designing and writing promotional texts, articles and newsletters, writing content on websites
- Creating, sending and analyzing newsletter campaigns
- Active communication and cooperation with technical and sales teams and support for sales activities
- Monitoring trends, latest practices and technologies in digital advertising
- Website administration as needed

Your skills

- At least 1 year of work experience in the field of digital marketing
- Experience in creating and optimizing digital campaigns
- Experience in the production and design of content for social networks, other digital platforms and classic communication channels
- Advanced knowledge of the following tools: Google Ads, Google Analytics, Facebook Ads, Business Manager
- Copywriting and text editing skills with focus on details
- Desirable diploma of a journalist or communication specialist
- Ability to work successfully in a fast and energetic environment
- Proactivity, innovation skills and developed analytical skills
- Excellent knowledge of English (written and oral)

We look forward to your interest. To apply, please send your CV to info@morescreens.com