



Advertising Specialist

ESSENTIAL FUNCTIONS:

- Ownership of day-to-day management of customer acquisition outreach across all major channels: Search, Social advertising, Email, Display, Video, Digital & Print Top Funnel Advertising
- Ownership of day-to-day management and strategic evolution of POCs B2C Marketing Automation capabilities with Salesforce Marketing Cloud
- Work with SEM, SEO and Marketing Automation agencies to make sure POC campaigns are following best practices and are incorporating relevant trends
- Leverage third-party marketing technologies to improve campaign decision making
- Evaluate channel/tactic performance and present optimization recommendations to Digital Manager based on set KPIs like Conversion rate, Cost-per-acquisition, ROAS, reach
- A|B testing approach to gain greater insight into customer acquisition strategies and tactics
- Partner with Digital Specialist to ensure connectivity between web content and customer acquisition strategies
- Identify traffic and conversion trends buy channel, product line and campaign
- Assist Digital Manager in developing and executing annual, monthly and weekly strategies
- Evaluate trends in digital advertising and e-mail, vet potential partnerships to increase POC's strategic sophistication
- Coordinate with Marketing Group on necessary assets for advertising outreach to effectively promote key product stories
- Coordinate with North America Digital team to drive efficiencies where possible

POSITION QUALIFICATIONS:

- Fluent in English and German
- Education: Bachelor's degree in marketing, business or equivalent work experience.
- Work Experience:
 - Required: 1-3 years in digital advertising, analytics, merchandising or equivalent.
 - Preferred: 3+ years in digital advertising with international background, analytics, merchandising or equivalent.

OUR OFFER:

- Based in Salzburg
- Full-time job (38,5 h/Week)
- Company Benefits (Fitness-Studio, Lunch vouchers; parking garage subsidy, ...)
- Salary: from € 35.000,00 gross/year, overpayment possible based on your qualifications

If interested, please send us your complete application documents (including CV, photo, certificates) via email: bewerbung@pocsports.com

POC Austria GmbH
www.pocsports.com