

Head of Digital Marketing, job advert

Fast-growing business in international performance marketing is looking for an ambitious Head of Digital Marketing.

Our company

AWM Network is **not** a digital agency.

We shape the future of international marketing and customer growth for some of Europe's largest brands and online advertisers. Our partners are not committed to hourly rates but rather solely fixed prices per lead or sale - we take the risk.

Our product is a combination of proprietary software, more than 30 marketing specialists, and market leading inhouse brands within their industries, comparable to Booking.com or Pricerunner. As our new Head of Digital Marketing, these are some of the sites you will be working on and developing further: www.lånio.dk, www.greenmatch.co.uk, www.market-insepector.co.uk and www.mikonomi.dk.

Through our multinational partnerships, we currently operate in 9 different markets and employ approximately 50 employees.

Our company is four years old, self-financing, profitable, and set to grow around 100% this very year. This rapid growth benefits our employees and allows professional and personal development, as well as experiencing a digital marketing revolution first-hand.

The position

We offer a diverse job opportunity in a young and ambitious environment with well-educated colleagues from all over the world, a social work culture, and customers who love our product.

As Head of Digital Marketing you will manage and develop an existing team and hire new additions across multiple levels and nationalities. Currently, the team consists of four PPC and Marketing Automation specialists and will grow further

throughout 2019. Additionally, you will be a part of our top management team, including the CEO, Head of Organic Performance, Head of IT, and Head of Sales & Service.

Primary tasks:

- Function as lynchpin across marketing activities targeting highest possible CLV and lowest possible CPA
- Take lead of R&D in collaboration with the sales team to develop new markets and sectors
- Create, analyze, and maintain campaigns in various digital channels such as Google Ads, Facebook, and Bing Ads together with email marketing and Marketing Automation campaigns
- Institute and implement best practices
- Run regular campaign reviews/audits and implement tests & experiments on the back of it, ensuring best practice is consistently followed
- Utilise and keep up with industry knowledge to refine campaign strategy
- Test, introduce, and scale new channels
- Develop unique marketing and analysis software in collaboration with the IT department
- Optimise processes in preparation of scaling potential
- Upkeep contact and relationships with main sources of traffic, e.g. Google and Facebook

Your profile

To be considered for the position, you will need:

- Documented experience and success with PPC and Marketing Automation
- Experience in ROI-based PPC, email campaigns and analysis practices
- Previous experience mentoring a junior marketing executive or leading a small team
- Interest in working with SQL, AdWords Scripting, and extensive data analysis for the purpose of a true data-driven approach
- Exceptional skills in Microsoft Excel
- Data-driven and analytical approach
- Fluent communication skills in English - oral and written

- Admirable and contagious level of energy
- Passion and ambition stated by a true get-the-job-done mentality

Nice to have

It would be preferred if you fulfill the following criteria:

- Fluent in other languages than English
- Obtained a Bachelor or Master's degree in relevant fields
- Experience with Salesforce Marketing Cloud
- Experienced with tools such as Kenshoo, Marin, Smartly og Nanigans
- Experienced with marketing in the financial sector and/or other highly competitive industries

We offer:

- Competitive salary
- A unique product loved by our customers
- Early stage influence in a company with great global potential
- Annual spendings on education, courses and events
- Free breakfast at the office
- Unlimited budget to buy specialised literature
- Our growth facilitates great career possibilities
- Entertaining events with a motivated, international, and talented team:
 - Running club
 - Gaming club
 - A club of your suggestion?
 - Department events
 - Theme events (French night, Halloween etc.)
 - Company events
- Personal and professional development
- A highly ambitious workplace
- Good canteen
- An unlimited amount of lousy coffee

Working hours: Full-time. Weekdays 8:15am - 4:15pm

Address: Høffdingsvej 34, 2500 Valby, Denmark (15 min from Copenhagen Central Station)

Deadline for applicants: Ongoing - until the right candidate is hired

Starting date: As soon as possible

Apply

Please submit your application to mt@awmnetwork.com, with the subject line "Head of Digital Marketing - ENG". Your application should include your CV and a cover letter.

For further information please contact CEO, Mark Thorsen at +45 2221 8383.