

Position Description:

Reporting to the Marketing Director, the Marketing Manager is responsible for implementing the company's marketing plan in order to meet financial objectives and continually develop brand equity. The focus of the Marketing Manager's role is to improve the effectiveness of marketing, creating and executing multichannel marketing campaigns with a strong focus on e-commerce.

Areas of responsibility:

- Strategic
 - Develop and implement marketing initiatives for remittance and prepaid products online as well as off line
 - Manage search, media, PR, affiliate offline and creative agencies and deliver results based on predefined marketing strategies and KPIs
 - Analyse potential strategic partner for product lines
- General Marketing
 - Work with the development team and external agencies to optimise or create new web designs
 - Work with the product team to support new product launches
 - Demonstrate technical marketing skills and company product knowledge especially for online marketing
 - Support the entire product life cycle from strategic planning to tactical activities
 - Adhere to the Consumer Protection Act, Unfair Competition Rules and Advertising Standards
- General Management
 - Assist in the creation of the marketing annual budget
 - Deliver all marketing activities within the agreed budget
 - Maintain professional internal and external relationships that meet company core values
 - Work with HR to recruit new employees
 - Additional duties as directed by line manager

Skills and Specifications

- Strong on line marketing skills
- Ability to set and manage priorities judiciously, delegate and multi-task
- Proven track record of delivering measurable results
- High standard to attention to detail
- Fluent in English and German
- Strong communication skills
- Proven commercial awareness
- Ability to understand new situations quickly

- Ability to find creative solutions for new challenges and tight deadlines

Knowledge and Experience

- +5 year experience in developing and executing marketing campaigns
- Strong on line marketing skills and solid knowledge of search, affiliate programs and media
- Experience with payment service products and or credit/prepaid cards segment desirable
- Superior understanding of organisational goals and objectives
- Fluent in English and German. Additional European language an advantage

Education

University Degree in marketing related business administration or similar qualification