

**Tigo Finance**is a leading fintech company in the region, providing a scope of financial services, including payday and consumer loans. Based on the proven experience and achievements in the industry with headquarters in Skopje the company aims to offer microfinance services to private individuals with the simplest, quickest and most convenient borrowing process for the customer.

We are looking forward to meeting our new colleague, and we truly believe that you will be a very valuable team member who will bring new professional competencies to our company. Join us as:

**Digital Marketing Specialist**

We are hiring a Digital Marketing Specialist that will enhance, optimise and contribute towards successful realization of the digital marketing strategy of the company. The ideal candidate would implement online strategies designed to boost lead generation, thus increasing customer acquisition. Furthermore, the candidate would have a expert understanding of paid digital advertising and digital lead generation, as well as understanding of how Affiliate marketing works. Analysing data, revising existing processes and proposing new initiatives/campaigns is daily routine. The Digital Marketing Specialist reports to the Chief Marketing Officer.

The right candidate for this position is proactive, flexible and results-oriented, in order to build a successful company, while having a positive attitude in providing exceptional services to our customers.

**Outcomes to succeed in this role:**

* Active participation in the development and implementation of the digital marketing strategy in accordance with the existing strategic marketing activities
* An expert understanding of paid digital advertising and digital lead generation - Google Ads (Search, Display, Video), Facebook Ads or other similar platforms and Google Analytics
* Actively manage, optimize and improve the website performance and tracking tools implementation
* Increase the company's online presence through activities such as writing blogs, website content and SEO keywords update, and similar
* Analysis and research of market trends, customers and target audiences in order to improve existing services, as well as provide ideas for the introduction of new
* Monitoring, measuring, evaluating and reporting on the success of all activities related to digital marketing and advancing future strategies
* Control of marketing costs
* Coordination with designers regarding guidelines for making any kind of promotional materials

**About you:**

* Previous experience in the field of digital marketing of at least 2 year, especially in the application of online strategies, with examples of successful projects and proven results;
* Excellent knowledge of MS Office, knowledge in other office software such as Google Docs, Libre Office or Apple Office Suite will be considered as advantage
* Excellent knowledge of English
* Strong analytical skills, ability to monitor, analyse and report results and make recommendations for optimization and improvement;
* Ability to function in a dynamic environment, initiative and ability to perform multiple tasks;
* Good organization and attention to detail
* Communication and presentation skills
* Flexibility and team spirit

**The Company will provide:**

* Attractive salary package;
* Bi-annual bonus
* Private health insurance
* Open minded management willing to accept new ideas and practices;
* Great team full of young enthusiasts;
* Top of the line technology for professional usage;
* Career development and continuous upgrading through various training opportunities and know-how;
* Wellness programs and discount benefits constantly updated by HR department;

If you are interested to boost you career together with us, please send your CV with notice for the position “Digital Marketing Specialist” using the Fast Apply option.

The company is committed to creating a diverse environment and is proud to be an equal opportunity employer.

Please note that only selected candidates will be further contacted for interview.