

Marketing Specialist

Job Description

Full-time | Exempt position

Reports to the Chief Executive Officer

Location: Skopje, Macedonia

Objective

At Max Optika Macedonia we build and strengthen relationships with customers and clients by providing them with smart optical solutions while living our values. As a marketing specialist, you will be responsible for executing marketing campaigns and monitoring marketing programs across a variety of channels. Reporting to the Chief Executive Officer, the Marketing Specialist will play a critical role in helping to develop and implement the overall marketing strategy for Max Optika Macedonia.

Duties & Responsibilities

- Lead projects and develop marketing campaigns, brand collateral, and long-term strategies - overseeing the work of external consultants, including but not limited to digital providers (email, website), content providers and event planning agencies
- Manage brand resources and processes to enable consistent brand delivery, i.e., message frameworks, visual assets, key terminology, accurate data and highlights
- Work closely with CEO to support the company's growth by developing content marketing and demand generation strategies that drive awareness and engagement with the Max Optika Brand
- Develop communications, outreach, and/or marketing strategies - include message delivery for initiatives that aim to influence conversion of our membership or potential membership
- Meet and understand the messaging needs of internal stakeholders
- Write and organize content for marketing collateral (e.g., brochures, newsletters, web sites)
- Ensure suitability and optimization of copy for all messaging mediums, focusing on consistency in style and tone, relevancy for target groups and alignment within the Credit Union brand and messaging
- Focus on opportunities to improve Lead and Conversion tracking
- Measure and report on website performance, conversion, behavior on website, journey path, and page performance; continually use this data to improve website
- Responsible for the development and implementation of strategic events that drive content generation
- Assist in generating, integrating and translating customers and market research data into marketing opportunities and tactics
- Identify and create target marketing segments within digital marketing tool
- Develop marketing material to achieve target goals
- Obtain price estimates from vendors and work with vendors for the production and design of marketing collateral materials
- Ensure that costs stay within annual budget amount, as directed by the marketing plan
- Proofread marketing materials and ensure that collateral materials are bilingual, accurate, and comply with regulatory guidelines

- Measure and test the effectiveness of the material produced and continually improve it based on the results of the data that is gathered and analyzed
- Maintain contact with present and future customer groups to encourage good relations and cooperation
- Schedule, coordinate, and attend optical events, meeting and presentations
- Organize and coordinate the Group Annual Meeting, educational seminars and other events such as webinars from educational programs (For example, Hoya Training etc.)
- Maintain and deliver reports for marketing campaigns and other marketing and educational initiatives to support the growth and expansion of Max Optika
- Act as back-up for the CEO in the areas needed, especially with updates at the Max Optika website to reflect current trends and requirements
- Design, develop and implement training guides for sales team on new products and services to facilitate enrollment and promote service usage
- Complete other projects assigned by the CEO
- Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events
- Collaborate with other internal teams (e.g., product and sales) to develop and monitor strategic marketing initiatives
- Analyze and report on the performance and efficiency of campaign
- Conduct market research and analyze trends to identify new marketing opportunities
- Develop and create marketing materials, such as sales and product collateral, and ensure brand guidelines are met
- Write, proofread, and edit creative and technical content across different mediums
- Work with external agencies and vendors to execute marketing programs
- Conduct market research to find answers about consumer requirements, habits and trend.
- Brainstorm and develop ideas for creative marketing campaigns
- Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning etc.)
- Liaise with external vendors to execute promotional events and campaigns
- Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, TV etc.)
- Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies
- Undertake individual tasks of a marketing plan as assigned

Qualifications

- Bachelor's degree in Marketing/Communications/Public Relations/Business or a related discipline
- Master's degree a plus
- Project Management and Event planning experience
- Exceptional writing, editing, proofreading, and research skills
- High degree of creativity is required
- Ability to translate complex innovative product launches into clear and easily understandable marketing materials
- 2 - 5 years of marketing, consulting, sales and/or agency experience

- Solid experience in market research, analytics, and segmentation
- Graphic design experience desirable: Adobe Illustrator
- Strong commitment to our mission and understanding of cultural competency
- Strong communication skills - verbal, written and analytical
- Team player who can build strong relationships with different teams
- Good understanding of web based and online marketing strategies as well as organic search, keyword optimization and reporting metrics
- Knowledge about financial institutions/not for profits a plus
- Quick learner with exceptional ability to master new concepts and software applications
- Detail-oriented and effective at managing and prioritizing multiple tasks under a tight schedule
- Must feel comfortable speaking in public and presenting information in a professional manner to a variety of groups on behalf of the My Optika
- Extensive coordination with others is key to this position, so organization and time management are critical skills
- Be able to function as back-up to Marketing Manager when needed
- Fluent in English is a mandatory requirement to perform in multicultural environment