



**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.

Is it as important to you as it is for us to continually improve your professional skills, your career promotion, and your work life balance, while working with highest level of satisfaction? With us, you can live every day all these values.

Our employees are our most valuable assets, and they make Tigo an amazing place to learn, work and shape our future. We want every day to feel like an opportunity and to be surrounded by optimism and creativity.

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 solid 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 Head of Marketing and PR.

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
- Creating monthly plans for digital marketing activities and their implementation
- Actively participate in managing, updating, optimizing and improving the website
- Increase the company's online presence through activities such as SEO, blogs, website marketing and similar
- Development and monitoring of new and effective Affiliate programs
- 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:**

- University degree, areas: Economics, Marketing, Management, e-commerce, Business Administration
- Previous experience in the field of digital marketing of at least 1 year, especially in the application of online strategies, with examples of successful projects and proven results;

- A solid understanding of paid digital advertising and digital lead generation - Google Ads (Search, Display, Video), Facebook Ads or other similar platforms and Google Analytics
- Technical skills and experience with marketing tools and platforms such as CMS, marketing automation and Social Media / SEO will be considered an advantage
- Experience with design and creation software will be considered an advantage;
- 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;
- 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 think you are a real candidate who can build a solidly focused organizational culture, please send your CV in English with notice for the position “Digital Marketing Specialist” by sending email to [vrabotuvanje@tigo.mk](mailto:vrabotuvanje@tigo.mk)

The selection will be made in accordance with the conditions and deadlines in the Law on Labor Relations. TIGO Finance reserves the right not to select any candidate.

Upon application, the candidate agrees that his / her personal data listed in the CV and cover letter should be stored in the database and processed by TIGO Finance within 1 year from the date of expiration of the selection deadline. The candidate has the right at any time to withdraw the given consent for storage and processing of his personal data in accordance with the Law on Personal Data Protection.

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

**Financial company TIGO Finance DOOEL Skopje**