



JOB DESCRIPTION

Position: Digital Data Specialist
Reports to: O Beach Ibiza Brand Director
Department: Events and Marketing

Job Summary:

We are looking for an experienced results driven Digital Marketing Executive to assist in the planning, execution and optimization of online marketing efforts across multiple businesses.

The ideal candidate will have a passion for all things marketing and technology. You will be well-versed in the concepts surrounding digital marketing and how the Internet can become a strong asset to securing growing revenue. You will be tech-savvy and intuitive with great ideas to reinforce our marketing campaign.

Please note this position is within our creative agency and therefore will be working across multiple accounts.

Main Duties and Responsibilities:

- Assist in the formulation of strategies to build a long lasting digital connection with consumers.
- Monitor the brand presence on all social media channels
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPI's) including but not limited to all social media channels, brand website and newsletters.

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- Recognise opportunities and manage optimised online adverts to increase company and brand awareness.
- Identify trends and insights, and optimize spend and performances based on the insights.
- Brainstorm new creative growth strategies.
- Plan, execute and measure experiments and conversion tests.
- Collaborate with other teams to create landing pages and optimize/improve user experience.
- Utilize strong analytical ability to evaluate end to end customer experience across multiple channels and customer touch points.
- Instrument conversion points and optimise funnels
- Prepare and manage digital marketing budgets
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Monitor competition and provide suggestions for improvement.

Skills and Personal Characteristics:

- Proven experience in digital marketing
- Demonstrate experience leading and managing database, email, social media, and/or display advertising campaigns.
- Highly creative with experience in identifying audiences and devising digital campaigns that engage, inform and motivate.



- Experience in optimizing landing pages and user funnels
- Solid knowledge of website analytics tools (e.g Google Analytics, Webtrends, Netinsight)
- Working knowledge of ad serving tools (Dart, Atlas)
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS and Javascript development and constraints
- Strong analytical skills and data driven thinking

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