

Marketing Manager

About us:

A&E is a digital agency founded by two mega influencers, Amra Beganovich & Elma Beganovich, with over 2.2 million social followers, that specializes in ad buying, influencer marketing, social media management, Google organic and paid search, and creative services. A&E's client portfolio includes Fortune 500 brands and some of the world's most notable companies, including EssilorLuxottica, Huawei, Johnson & Johnson, Nestle, LVMH, Procter & Gamble, and Uber.

A&E has been credited by Yahoo News as having built a "digital marketing empire" by driving millions of eyeballs towards their customer's products. A&E ranks #1 on Google for some of the most competitive keywords in digital marketing, including "beauty influencers," "top gaming influencers," "top tech influencers in 2020," and more. A&E and its founders have been extensively profiled by some of the most prominent media, including NASDAQ, Bloomberg Television, Financial Times, Forbes, and CNBC.

Job description:

If you live and breathe marketing, we need to talk. We're looking for a flexible and versatile marketer who will be responsible for the management of our content marketing and other related duties. Marketing manager responsibilities include overseeing copywriters, managing deadlines and other administrative duties, keeping track of published content through spreadsheets, and pitching ideas for fresh content posted on our clients' blogs and other related sites. To be successful in this role, you should have experience in management, content marketing, and eagerness to learn new skills as technologies develop. Ultimately, you will help us manage team members and be in charge of deadlines and other administrative tasks. Must be versatile and eager to learn in order to succeed.

Responsibilities:

- Manage copywriters - make sure they adhere to guidelines and deadlines; make sure they produce valuable and engaging content for our clients that attracts target groups
- Manage client content - make sure that the content adheres to each brand's identity
- Manage client publications - make sure that each article published about our client is appropriately executed
- Keep track of work done through spreadsheets, including but not limited to budgeting, links published and the type of content published
- Able to take on new projects related to marketing and management on an as needed basis

Requirements:

- Demonstrable experience in management and marketing together with the potential and attitude required to learn, exceptions will be made for fresh graduates, master degree preferred, with excellent academic credentials

- Solid knowledge of content marketing (e.g. blogs, media, social media)
- A sense of aesthetics and a love for great copy and witty communication
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
- Up-to-date with the latest trends and best practices in online marketing and measurement
- BSc/MSc degree in Marketing or related field

Location:

Our HQ is in New York, NY. You will be working remotely and responsible for working closely with our team during business hours of 8am - 4pm (ET).

Supporting documentation for the job application is required:

- Resume
- Cover letter ("why me")
- Desired salary
- Note: All documentation must be submitted in English

Lokacija: Sarajevo

Datum objave: 12. Apr 2021.

Datum isteka: 12. May 2021.