# Head of the Digital Marketing Communications Department (m/f/d)

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Valamar Riviera is a leading company in the field of resort tourism that has been providing top-notch tourist experiences, exceptional service, and innovative offerings for seven decades at attractive locations along the Adriatic Sea - in Istria, on the islands of Krk, Rab, and Hvar, in Makarska, Dubrovnik, and the Austrian Obertauern.

Their digital marketing sector is searching for a new team member for the position of Head of the Digital Marketing Communications Department. If you want to work in a dynamic work environment an become part of a young and ambitious team recently awarded two SoMoBorac prizes, this is an opportunity for you!

Main responsibilities:

• Organizing and managing the work of the digital marketing communications department in line with business objectives (KPIs, budgeted costs, quality, brand strategy...)

• Participating in the development of strategies and creation of plans for promotion and communication on digital channels

• Proposing budgets for digital marketing communications

• Generating business analyses and reports within the domain of digital marketing

• Developing strategies for specific areas of operation (communication, performance marketing, marketing automation, social media)

• Monitoring the achievement of sales plans

• Proposing key performance indicators and metrics for digital marketing activities and monitoring their attainment

• Participating in defining media plans and action plans for digital marketing communications and coordinating their execution

• Identifying external partners, negotiating, and agreeing on terms for the implementation of digital marketing activities

• Issuing orders for the creation and approving solutions for promotional materials (banners, advertorials, textual ads, translations, social media communication, blog posts...)

• Analyzing and monitoring the market, competition, and trends, and initiating and proposing the introduction of innovations

• Participating in projects of the Direct Marketing Sector and the Company

• Participating in the hiring process and onboarding of new employees

• Participating in employee development programs (evaluating corporate climate and culture, annual performance reviews, reward programs, career development...)

• Managing teams efficiently

Required skills, knowledge and experience:

• Master's degree in Economics or Tourism

- Minimum of 5 years of experience in digital marketing
- Minimum of 3 years of experience in project and people management
- Advanced proficiency in spoken and written English
- Proficiency in Croatian language
- Knowledge of German language is an advantage
- Advanced proficiency in MS Office suite, with emphasis on MS Excel
- Well-developed organizational and communication skills
- Driver's license category B - active driver
- Willingness to travel for business purposes

Additional benefits:

- Working in a dynamic and stimulating environment with a top employer and leader in tourism
- Structured onboarding process with mentor and buddy support
- Opportunity for continuous education, personal, and professional development
- Additional benefits for Valamar employees, such as discounts on services at Valamar facilities and with partners throughout Croatia

Your application will be treated as confidential.

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