



TRIO

## Digital Marketing Coordinator (m/f)

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### DIGITAL MARKETING COORDINATOR

Location: Sarajevo | Department: Marketing

Edison Energy, and affiliated companies Alfa Energy and Altenex Energy, recently united one new global name and brand - Trio. Trio provides integrated strategy and implementation services - in sustainability, renewables, energy procurement, conventional supply, energy optimization and transportation electrification - to help world's largest organizations meet their strategic, financial and sustainability goals.

In October, 2022, Alfa Energy, which began operations in the UK in 1995 and later expanded into a number of countries in Europe, joined the Edison Energy group in order to provide integrated sustainability and energy advisory services to clients across North America and Europe.

We make the decision to unity under a single global name and brand as a way to accelerate the company's approach to serving clients by providing you with a set of integrated sustainability and energy offerings across diverse sectors and geographies.

With our new name and brand, we look forward to continuing our progress towards fulfilling our strategic vision and purpose - to guide the world's largest businesses at every step of their decarbonization journeys.

The Trio family of companies are wholly owned subsidiaries of Edison International (NYSE: EIX).

### Position Overview

We are looking for a Digital Marketing Coordinator to join our global marketing team. The Digital Marketing Coordinator will be responsible for the development and execution of digital marketing campaigns and initiatives. The role will involve supporting many diverse areas of digital marketing, such as: social media, paid search (PPC) and advertising, search engine optimization (SEO), demand generation and email marketing, content development and marketing, events and webinars, and reporting.

Reporting to the Senior Marketing Manager, the Digital Marketing Coordinator will work closely with the marketing team to develop comprehensive, omni-channel marketing campaigns. The ideal candidate is proactive, collaborative, and detail oriented, with a passion for sustainability, energy efficiency, and decarbonization. They will be able to blend creative thinking and analytical skills to drive the growth of Trio's digital presence and support the overall success of the business.

## Essential Functions:

### General

- Support the development and execution of omni-channel campaigns in alignment with marketing and business strategy
- Develop comprehensive outreach strategies for digital campaigns to help generate, nurture, and convert leads across all areas of the sales funnel
- Track, analyze and report on performance of digital marketing efforts (across social media, paid advertising, email marketing, SEO)
- Identify areas of improvement and opportunities to grow Trio's digital presence
- Provide support to other areas of marketing as needed
- Coordinate with external vendors and agencies as needed

### Social Media Marketing

- Own Trio's social media and content calendar
- Oversee and manage Trio's social media accounts (LinkedIn, X, Instagram)
- Create, schedule, and publish visual and written content across digital platforms (social media and website)
- Use LinkedIn Campaign Manager to create and manage high-converting ad campaigns to targeted audiences
- Generate ideas and strategies to build and grow Trio's social media brand
- Monitor social media growth and engagement and create regular reports
- Research and analyze social media trends relevant to the sustainability and energy space

### Paid and Organic Search

- Conduct keyword research and optimize new and existing content for SEO
- Conduct competitor research and implement strategies to improve search rankings
- Use Google Ads to create targeted, effective PPC campaigns that drive traffic to website, generate leads, and promote brand awareness

### Email Marketing

- Create and deploy outbound marketing campaigns across robust marketing database
- Build strategic customer journeys for email campaigns and track campaign performance

### Reporting and Analytics

- Monitor the effectiveness of campaigns using analytics tools such as Google Analytics and D365, providing insights to adjust strategies and maximize ROI.
- Create regular reports and dashboards, tracking the performance of digital channels and campaign effectiveness.

### Job Requirements:

- Excellent verbal and written communication skills in English
- 3-4 years of experience in digital marketing or in a similar role
- Strong experience in social media marketing and PPC advertising
- Strong knowledge of SEO and related platforms (e.g., BrightEdge)
- Proficiency with Google Marketing Tools and Platforms (e.g., Ads, AdWords Keyword Planner, Analytics, Search Console)
- Knowledge of website CMS (e.g., WordPress, Drupal)
- Experience using email marketing and automation platforms (e.g., Microsoft Dynamics, HubSpot)
- Experience with graphic design software (e.g., Canva, Adobe Create Suite)
- Attention to detail for visual and written assets
- Strong organization and time management skills

- Ability to take initiative on projects and work both independently and as a team
- Ability to work in a cross-functional, global team across time zones
- Proficiency in MS Office (Word, PowerPoint, Excel, Outlook) is a plus
- Familiarity with HTML and CSS is a plus

**Education Requirements:**

- Bachelor's Degree (Marketing, Advertising, Communications or Business Administration) degree is a plus

Trio is committed to building a diverse and inclusive workplace. We are a proud Equal Opportunity Employer and will not discriminate based on race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, protected veteran status or any other protected status.

This is a tremendous opportunity for any applicant. If you feel that you meet the criteria above, please send your application at:

**TRIO - Digital Marketing Coordinator**

Energy Trading Company d.o.o. is an equal opportunity employer.

**Lokacija:** Sarajevo

**Datum objave:** 29. Oct 2024.

**Datum isteka:** 28. Nov 2024.