

Traffic Acquisition: SEM specialist UK Market

Company:

Dagency, agency specialized in online-media and subsidiary of DnxCorp Group (on the stock exchange), is looking for a SEM Specialist for improving the traffic acquisition for all of our web products.

Position:

You are in charge of acquisition campaigns and develop the traffic : negotiate, purchase and monitor media space in order to reach the highest number of people in the target audience :

- identifying the target audience for a particular media campaign and deciding how best to communicate to that audience;
- monitoring buying strategies;
- liaising and building relationships with media sales companies;
- negotiating with media sales companies to obtain the best rates and most appropriate media spaces online,
- liaising with media sales people to adjust media schedules in response to audience figures;
- booking internet banners, emailing, adwords, social advertising, display spaces
- collecting and analysing sales and consumer data with the indicators : click rates, conversion and transformation rates, CPA...
- monitoring the effectiveness of the campaign

Skills required:

Personal skills: After a degree in Marketing or Business, you have at least 2 years of experience in a similar position. You must possess negotiating skills, work well under pressure, and have fantastic money management skills. Autonomous and creative, you have good analyzing and reporting ability. All these assets will enable you to reach your goals and grow in our International Company.

Technical skills: good knowledge in AdWords, AdServing, social marketing, analytical tools...

You speak fluently English

Location: based in Switzerland (Geneva)

Contact :

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