

JOB DESCRIPTION: DIGITAL MARKETING JUNIOR SPECIALIST FOR FRENCH MARKET

As the business and team grow and expand, we are in the lookout for a proactive, innovative, creative and analytical person, a junior profile, specialist in Digital Marketing, with a real passion for areas such as UX, SEO or SEM/PPC.

You will be part of temporary project lead by an international team, developing (together with the Country Manager) a specific growth strategy and analysis for the French and European market. After finishing this project, your development will be evaluated to offer you the possibility of covering open positions within our permanent team.

Your main task will be to analyze the digital assets of our main businesses in France and other European countries, in order to spot their main strengths and their weakness points based on a UX framework.

You will need to be able to identify opportunities and prioritise tasks by their impact on business goals, reporting to our channel managers (UX, SEO, PPC, SMM, Email and Content Marketing) and to our responsible for the pricing strategy, with dotted lines to our Marketing Manager.

Responsibilities

- Carry out an User Experience, Digital Marketing Analysis of the main web assets of the Bunzl Group European businesses based on a framework.
- Manage the pay-per-click campaigns in French market, creating new ads in Adwords, Bing, Facebook or other PPC platforms and optimizing them within defined performance objectives, under the supervision of our SEM Manager.
- Analysis of the keywords and competitors within your market, apply the translation of the SEO content in French website, with the logic and knowledge of the previous analysis and carry out other SEO tasks, such as link building, under the supervision of our SEO Manager.
- Management of strategic social networks for this specific market and online reputation, managing Verified Reviews dashboard.
- Build reports for the responsible of our pricing strategy about prices/competitors in our sector in French market.
- Coming up with new, fresh ideas on processes and products for your market, and on how to improve the company's results, sharing them with your Country Manager and our Marketing Manager.

- Keep up-to-date with current technologies and initiatives relevant to online marketing.

Skills Required

- Academics: Digital Marketing Master. Additional, some of this university degrees are a plus: Economics, Finance, Business, Statistics or Engineering.
- Languages skills: French (native), fluent Spanish and English. Additional European languages, such as German, are a plus.
- General knowledge in areas such as UX and Digital Marketing Strategies.
- Some experience in PPC Ads and knowledge of SEO tactics, strategies and tools.
- An understanding of HTML coding is a plus.
- Proficiency in Microsoft Office and an excellent knowledge of Excel or Google Sheets
- Results-driven, numerical and analytical work approach.
- Good communication skills to translate technical jargon and data into knowledge that is actionable for the wider team. Being able to create an effective presentation that communicates the most important aspects of an analysis with tools such as Google Presentation or PowerPoint
- Self-motivated individual with the ability to work autonomously and as part of team.
- Proactive, willing to learn and to voice and adopt new ideas.
- **It will be a plus:**
 - Experience in high traffic websites
 - Experience with managing Social Media channels, marketplaces and Mailchimp.
 - Knowledge in Magento

Why you should join us?

Are you passionate about digital challenges, are you a Digital Marketing Specialist?

This is your opportunity to project a professional career for the future.

At Quirumed, we are young, ambitious, dynamic and hardworking; and we are lucky to have a professional and expert team that tries to provide the best.

In addition, you will work in an international and multicultural environment (with over 7 languages spoken around our offices).

Besides, you will have the opportunity to expand your digital expertise, having a good holistic view of how the different channels work together and managing the latest technology and advertising platforms.

Furthermore, Valencia is a top tourist destination and has a growing number of expats and digital nomads arriving for good reason. You'll find in this multicultural and welcoming city a great location to live, where life just seems a lot easier and less stressful than anywhere else. Rents here are reasonable and you can spend free time afterwork at the beach, eating "paella", learning about the history, as well as enjoying more than 300 sunny days per year. There are also some great scuba diving spots just a short distance away and some great vineyards where you can go wine-tasting. Valencia is the perfect choice.

Do you join this wonderful project?