

Growth Marketing Manager

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Company: Jobly.fi

Location: Denmark

Category: other-general

Job Title : Growth Marketing Manager

Experience: Minimum +2 years (Mid to Senior level)

Company : Fullview

Location : Remote or Copenhagen Office

About Fullview:

Fullview is a rapidly growing venture-backed startup dedicated to empowering companies to provide exceptional customer experiences at scale. With strong support from investors behind successful companies like Pleo, Revolut, Snapchat, and more, we are poised for continuous growth and innovation. We are currently seeking a dynamic and creative Growth Marketing Specialist to join our team and drive our digital marketing initiatives to new heights.

Position Overview:

As a Growth Marketing Manager at Fullview, you will play a pivotal role in driving the company's digital marketing efforts across various channels. We are open to a range of seniority, but minimum +2 years is required. You will be responsible for developing and executing strategies related to PPC, SEO, organic growth, webinars, and more. Your contributions will directly impact our brand's visibility, audience engagement, and customer acquisition efforts.

Key Responsibilities:

PPC Campaign Management

Develop and manage pay-per-click advertising campaigns across platforms such as

Google Ads, Bing Ads, and social media advertising channels to drive targeted traffic and conversions.

SEO and Organic Growth :

Work with our Senior Organic Growth Manager to implement and optimize SEO strategies to improve organic search rankings, website visibility, and drive high-quality organic traffic. This includes keyword research, on-page optimization, and backlink building.

Webinar Planning and Execution:

Plan and execute engaging webinars aimed at educating and attracting potential customers. Manage the entire webinar process, from content creation to promotion and post-event follow-up.

Content Marketing :

Collaborate with the content team to create blog posts, articles, and other content assets that align with our marketing goals and resonate with our target audience.

Social Media Management:

Develop and maintain a strong presence on social media platforms, creating and curating content to engage with our audience and grow our social following.

Data Analysis

Monitor and analyze the performance of marketing campaigns, using data-driven insights to make continuous improvements and optimize ROI.

Collaboration:

Work closely with cross-functional teams, including sales, product, and design, to align marketing efforts with overall business objectives.

Stay Updated:

Keep abreast of industry trends, emerging technologies, and best practices to ensure Fullview remains at the forefront of digital marketing innovation.

Qualifications :

Bachelor's degree in Marketing, Business, or a related field (or equivalent experience).

Proven experience in digital marketing with a focus on PPC, SEO, content marketing, and webinar management.

Familiarity with marketing analytics tools and a data-driven approach to decision-making.

Excellent communication and collaboration skills.

Creative thinking and problem-solving abilities.

Self-motivated and able to work independently as well as in a team.

A passion for staying up-to-date with the latest marketing trends and technologies.

What We Offer:

Competitive salary commensurate with experience.

Opportunities for professional development and training.

A collaborative and supportive work environment that is remote-friendly.

Fullview is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

How to apply:

If you are a highly motivated individual with a passion for driving growth through digital marketing channels and are excited about contributing to Fullview's mission, we encourage you to apply for this exciting opportunity.

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