



<https://moonee.io/job/marketing-manager/>

Marketing Manager

Description

At MOONEE, marketing is about understanding developers — and building awareness about how our games and offers can satisfy their needs. We're looking for an experienced and versatile marketing manager who is hungry to do this and more. Our ideal candidate has experience developing and executing marketing campaigns while managing and inspiring a team. He/she will be comfortable with day-to-day marketing activities, as well as a long-term strategy, thriving with tight deadlines and changing needs. If you are a people-person who loves the rewarding challenge of building a brand, we want to hear from you

Responsibilities

- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments
- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics
- Partner with email, performance marketing, and web teams to design, test and evolve lead nurturing tactics.

Qualifications

- 2 years experience in a similar role
- Bachelor's degree in marketing, business, or related field – a plus
- Excellent written and verbal communication skills
- Proven experience developing marketing plans and campaigns
- Strong project management, multitasking, and decision-making skills
- Metrics-driven marketing mind with eye for creativity
- Experience with marketing automation and CRM tools

Hiring organization
MOONEE

Job Location
Tel Aviv

Date posted
January 21, 2021