

Swedish Marketing Manager (0 EUR)



Locatie **Noord-Holland, Amsterdam**
<https://www.advertentiax.nl/x-864302-z>



We are looking to appoint a passionate Swedish Online Marketing Manager to the join our Marketing Team of a licensed lottery product.
 This challenging yet exciting Marketing Manager opportunity will see the successful candidate take on the following responsibilities:

Job Description

Managing the Swedish online marketing campaigns of syndicate lotteries (conception, planning, creation, testing, optimisation, analysis, monitoring and reporting).
 Data analysis & data-driven recommendations
 Communicating technical and creative requirements to internal and external stakeholders
 Liaising with product development and graphic design teams
 Ongoing monitoring and reporting
 Optimisation and production of e-mail templates
 Interaction with internal teams and management, including working with our call centre sales team of 6-12 agents.

Driving the implementation and optimisation of e-mail marketing tools and tracking

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Requirements

Copywriting skills in Swedish
 Previous experience within the bingo gaming industry
 Swedish native level and fluent in English
 Good analytical and reporting abilities (advanced Microsoft Excel skills)

Technical knowledge of newsletter template creation, testing, tracking and optimisation
Up-to-date knowledge of the latest online marketing trends
Account management experience
Educated to a degree in Business Administration, Communication or similar.

Salary and Benefits

We offer great career opportunities for the right candidates to expand within our growing business.
What we are really looking for is a candidate with edge, passion and real interest to pursue a career within marketing.
Great.