

Online Advertising Campaign Optimiser - Fluent Spanish

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Company: Majorel Poland Global

Location: Kraków

Category: other-general

Full Time

with/without Professional Experience

We're hiring at our location in Kraków

Online Advertising Campaign Optimiser - Fluent Spanish

Reporting to: Team Leader

Location: Quattro Business Park in Kraków

Work Type: Hybrid Working (3 days office/2 days home)

Overall Job Purpose

As an Advertising Campaign Optimizer, you will be part of a multinational team, building new campaigns, optimizing and localizing existing campaigns for customers. You will use your marketing skills to review the client's business model and website and implement the best optimization strategy to achieve the client's goals. The goal of the optimization will be to increase return on investment, drive traffic to the clients website or increase brand awareness for the client in your specific market.

Duties and Responsibilities

Optimization and creation of new campaigns using your marketing insights and tools to create campaigns, ad groups, ad texts, keywords and extensions to achieve client's expectations

Optimization and creation of digital marketing campaign types, such as: Search, Display

Localisation of existing campaigns through keyword localisation, ad text localisation and extension localisation

Understanding and adapting to on-going product and technology developments

Understanding local market trends and seasonal trends

Internet research to understand products and competitors

Manage the quality of your work in line with the clients policies and procedures

Ensure excellent use of spelling and grammar is maintain in all tasks

Manage and complete a set number of campaigns per week

Required Qualifications & Experience

Fluency in written and spoken Spanish and English is essential

Experience working in marketing or online advertising is desirable

Specified market knowledge and experience is essential

Demonstrates high level of creativity and innovative thinking

Strong Microsoft Excel skills

Excellent communication skills

High attention to detail

Experience working in a multicultural environment is an advantage

Ability to multitask

BA/BSc degree or equivalent is preferable

Competencies

Understanding the Role

Solutions Orientated

Initiative

Collaboration

Attention to Detail

Resilience & Adaptability

Problem Solving & Information Gathering

Organizational Commitment

About Majorel

At Majorel, we create amazing customer experiences that people value and we are proud of. By combining talent, data, and technology we deliver real impact for our partners. Our vision is to be our clients' trusted long-term partner for customer engagement in a constantly changing world. Creativity, Excellence and Respect drive everything we do. This ensures success for our partners and allows us to thrive as one team.

Majorel is an equal opportunity employer that embraces diversity. We are committed to the principle of equal employment opportunities for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at Majorel are based on business needs, job requirements and individual qualifications, without regard to gender, age, ethnicity, race, nationality, religion, disability, gender identity, sexual orientation, marital or civil partnership status or any other basis as protected by local law.

Majorel and its employees do not tolerate, engage in, or support Human Trafficking, Forced Labour or Child Labour of any kind through Majorel's activities, including in its supply chain, or assist Majorel clients or any other party in doing so.

Majorel & Teleperformance

██████████ Majorel, which is now part of Teleperformance. Welcome to a whole new world of opportunities!

In the coming months, the best of both organizations will converge to deliver even more agile and resilient digital business services. With nearly 500,000 team members in more than 95 countries, we are stronger together and ready to master the future.

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Apply now

A big team is looking forward to you. Apply here!

Majorel/Teleperformance | Human Resources | Susanna Yossef

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