

JOB DESCRIPTION

ActivTrades, a leading online Forex broker with a legacy of excellence spanning over 20 years, is expanding its team in Sofia, Bulgaria. Specializing in delivering exceptional trading services to clients worldwide, we're now seeking a dynamic Marketing Specialist to enhance our brand and market presence. This is a unique opportunity to contribute to a company that values innovation, client satisfaction, and employee growth.

Job Title: Marketing Specialist German

Reports to: Country Manager

Location: Sofia, Bulgaria

Role overview: As our Marketing Specialist, you will develop and implement marketing strategies that align with our business goals, focusing on expanding our reach within the German-speaking market. Your expertise will play a pivotal role in enhancing our brand presence, leveraging various marketing tools and platforms to achieve measurable results.

Roles & Responsibilities

Key responsibility	<ul style="list-style-type: none"> ▪ Design and execute effective marketing campaigns targeting the German-speaking audience. ▪ Manage content creation and distribution across multiple channels, including our website, social media platforms, and email marketing. ▪ Collaborate closely with designers and other team members to produce high-quality marketing materials. ▪ Utilize CRM tools to gain customer insights effectively. ▪ Stay abreast of market trends and competitor activities to recommend adjustments to marketing strategies.
Requirements	<ul style="list-style-type: none"> ▪ Fluent in German (C1/ C2 level or native speaker), with strong command of English and/or Bulgarian. ▪ Bachelor's degree in Marketing, Economics, or a related field is a plus. ▪ Proven experience in marketing, with a strong understanding of digital marketing tools and platforms. ▪ Familiarity with WordPress, CRM systems, Google Ads, Facebook, and Facebook Ads is highly desirable. ▪ Excellent analytical skills, with experience in utilizing analytics to inform marketing decisions. ▪ Strong communication and collaboration skills, with the ability to work effectively in a team-oriented environment. ▪ Salesforce or CRM experience is a plus. Go-to-webinar, or other webinar management software is also a plus but not required.

What we offer	<ul style="list-style-type: none">• A vibrant and supportive work environment in an established company with a solid track record of success.• Competitive salary and benefits package.• Opportunities for professional growth and development.• The chance to work in a multicultural team and make a significant impact on our market presence.
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If you're passionate about marketing and fluent in German, we'd love to hear from you. Join us at ActivTrades, where your skills and creativity can thrive.

Please send your CV to careers@activtrades.com