



TRACTION MANAGEMENT

Your Scale Up Advisor

Documento: **Job Description**
Profilo: **Online Marketing Expert**
Data: **23/05/2017**

JOB DESCRIPTION

Online Marketing Expert



Traction Management s.r.l.
Type: Start-Up Innovativa

Industry: Start-Up Consulting

- Headquarters: Italy, Rome
- Total nr of Clients: 25
- CEO: Pier Francesco Geraci

Organization Highlights: Professional Consulting Services and Product Management

Reports To: Traction Managers

Direct Reports: None

Location: Italy, at client sites.

Background:

Our organization is composed of senior (more than 20 years of experience) consultants called Traction Managers, which develop the business by identifying companies which need our professional services and open with them consulting projects. Within those project, Traction Managers conduct the overall strategic work. But sometimes our clients might also require additional resources from us, not senior but junior, with specific skills and capabilities and with an operational profile. This resource, called Traction Expert, might be working with our clients for an extended number of days per week.

Overview:

We are looking for an amazing talent who can do the work of three, expert in the field of online marketing and customer acquisition which will bring our clients a significant increase in Acquisition metrics from day 1.

Goals:

- Work closely with the client employees, particularly with the marketing and the IT side and with Traction Managers to execute amazing and measurable marketing activities.
- To receive excellent feedback from our clients thus allowing the continuation and extension of the project. Clients need to love this figure both professionally and as a person.

Technical Skills and Knowledge:

- Ability to perform Google campaigns and Facebook campaigns
- Knowledge of the key SEO techniques
- Excellent knowledge of social media advertising
- Excellent copywriting skills to generate marketing content and texts.
- Ability to analyze and present performance data
- Ability to Manage Social Media
- Skills to Perform E-mail marketing campaigns
- Excellent knowledge of English and Office;

Qualifications:

- Degree in Marketing or Communication (nice to have a Master)
- Certifications from main players (es: Google Analytics nice to have)

Experience:

- Languages- Fluent Italian and Good English
- Experience working in Italian Market- a must
- Experience of at least 2 years in marketing field (PPC, media buying, Affiliates SEO)
- Familiarity with the **Internet** world- a must

About the Company:

Traction Management has been founded with the aim to reduce the numbers of startups that go bust by combining experience with a unique approach and putting it all at the service of the start-up ecosystem. We work for start-ups, accelerators, investing companies and other key players in the market. Fancy joining us in this adventure?