

VP Marketing

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Company: CPS JOBS

Location: Israel

Category: other-general

תחומים

A leading FinTech company is looking for VP Marketing!

You will design, implement and monitor effective marketing strategies that align with our business goals.

Responsibilities

Direct management of the marketing department

Develop and implement a cohesive marketing plan

Increase brand awareness

Set current and long-term goals for internal teams

Build relationships with media and stakeholders through creative PR strategies

Monitor all marketing campaigns and improve them when necessary

Prioritize marketing projects and allocate resources accordingly

Prepare regular reports and presentations on marketing metrics

Conduct market analysis to identify challenges and opportunities for growth

Define and improve the Sales Funnel and Conversion Rate

Track competitors' activities

Develop the company's affiliate network

דרישות

Minimum 5 years experience managing the marketing activities of an on-line company with over 1 million users

Proven work experience as a VP of Marketing, Marketing Director or other senior role

Demonstrable experience designing and implementing successful marketing campaigns

Solid knowledge of SEO, web analytics and Google Adwords

Experience with working with USA PR firms

Strong analytical and project management skills

Background in the finance/investment world- advantage

Language skills

English- high level (read and write)

Other languages- advantage

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