



## Digital Marketing Specialist

We are **Roo Brands** - a Bulgarian company founded in 2012 that produces organic raw bars and cookies. Our products have reached 48 countries on 4 continents. Currently Roobar is the market leader in the organic raw food bar category in Europe.

In our own state-of-the-art factory we set the highest quality standards in producing the bars as delicious and authentic as they were in the beginning. Our team with close to 100 people invest their heart in Roobar everyday, because it is easy to unlock your inner superhero when you know your mission is good.

### Your responsibilities at Roo Brands will include:

#### Websites:

- Update product information and content on the websites;
- Scope and document ongoing website functional projects /improvements;
- Liaise with e-commerce agency or/and internal resources regarding the day to day management of the website;
- Understand and develop sources of traffic (& the factors that influence it): email, SEO, PPC, affiliates, social media, catalogues;

#### E-shops:

- Manage website configuration & parameters (eg payment options, stock management);
- Initiate sales activities for the webshop - marketing calendar;
- Google Adwords, Facebook Ads, ev. banner advertising;

### Desired Skills and Experience

#### Education:

- Bachelor's/Master's degree in Marketing, Business Administration, or related field;
- Fluency in English (C1/C2);

#### Experience:

- 2-3 years of experience in e-commerce or web content management;
- Experience using online content management tools;

#### Special skills:

- Understanding of the disciplines required to drive traffic to retail websites (ppc, email marketing, link generation, SEO);
- Understanding of order management/customer fulfilment in an e-commerce context;
- Basic understanding of Google products such as Webmaster Tools & Analytics would be desirable;
- Must be organized and self-driven to maintain high productivity;
- Ability to analyze and report on data;

### Superheroes deserve:

- Working for a socially responsible company;
- Working in a dynamic and positive team;
- Career growth opportunities;
- Various and challenging projects;
- Competitive remuneration package.

**Are you ready to unlock your inner superhero? If so, send your CV to [hr@roobar.com](mailto:hr@roobar.com)!**