

Type of contract: Full time/ Undetermined

To support its growing business in Luxembourg, Datacenter Luxembourg SA (www.datacenter.eu) is looking for a:

Digital Marketing Manager (m/f)

The Digital Marketing Manager will be responsible for implementing an online and offline content & lead conversion strategy in close collaboration with the Senior Management of the Company. His/Her role will include tasks such as:

- The improvement of the search ability, navigation and responsiveness of the website;
- The selection and implementation of digital marketing tool sets;
- The End-to-end management of online campaigns (creation of visuals, drafting of messages and configuration of various google and linkedin campaigns);
- The End-to-end management of any other marketing initiatives aiming to share content online (email campaigns, blogs, social media pages, FAQ section, quality surveys...).

He/She will also directly be involved in designing and implementing a wide variety of marketing and promotional product documentation for Datacenter Luxembourg's portfolio of products and services. For that purpose he/she will be:

- Analysing trends for product marketing and sales leadership;
- Setting up and maintaining communication plans;
- Drafting sales & marketing materials;
 - customer notifications (product release notes; product updates...);
 - sales/presentation materials;
 - press materials (press releases, product releases, product announcements);
- Organizing events (seminars, tradeshow, clients events...);
- Interface with third-parties on co-marketing related matters;

EXPERIENCE AND EDUCATION

- Must have, at minimum, BA/BS in marketing or related fields, such as software or business sectors (B2B & B2C marketing);
- Must have at minimum 5 years of business-to-business work experience as Digital Marketing Manager, preferably with an IT company;
- Confirmed experience with online marketing and techniques allowing to increase the company's online presence locally and globally;
- Proven experience with website statistics tools allowing to track, optimize and increase the traffic to the website;
- Proven experience in using online advertising services and extensive knowledge of technics allowing to improve Datacenter.eu's website ranking within most common search engines.
- Experience in project management and in the management of suppliers (creative agencies, event

vendors, and internal and customer teams.)

- Experience with developing digital communications across multiple online channels

KEY COMPETENCES

- Excellent written English and preferably business level proficiency in French. Any other languages are considered an asset;
- Must exercise due care and diligence, ensuring that all interactions are conducted in professional manner;
- Must demonstrate superior attention to detail and follow-through;
- Solid knowledge of website analytics tools such as Google Analytics;
- Working knowledge of ad serving tools;
- Experience in setting up and optimizing Google Adwords campaigns;
- Writing (PR, Promotional, Technical);
- Graphic Design (photo editing; brochure design & webdesign)
- Have excellent time management skills;
- Ability to work as a team member (excellent inter-personal skills), to work unsupervised and to work pro-actively;
- Highly motivated and results oriented;
- Exceptional analytical, conceptual and problem-solving abilities;
- Demonstrate initiative and set high personal standards of performance.
- Demonstrate flexibility, integrity and be credible external and internal contacts.

COMPENSATION

Datacenter offers a challenging job with varied tasks in a professional and dynamic environment. It offers tailored compensation packages which can include:

- an attractive salary;
- an annual bonus based on predefined goals;
- meal vouchers;
- mobile phone & laptop.

Interested candidates can apply for this position by submitting their CV and cover letter via email using the following email address: jobs@datacenter.eu.