

LIFE  
IS  
HARD

We are a software company, specialized in providing high quality software applications and complete IT solutions, in various activity sectors: finance, medical, construction and architecture, services.

**Committed to technology for business. Committed to do amazing things.**

IF  
CODE  
IS YOUR  
POETRY  
THEN  
VISIT  
LIFEISHARD.RO

Join our team, on the position of:

## Online Marketing Specialist

### SKILLS REQUIRED:

- Marketing studies
- Good knowledge of online environment, Social Media
- Must be able to develop, advise and implement online marketing campaigns and strategies
- Creative and proactive in promoting employer's products
- Adaptability and good communication skills
- Strong planning, organisational and problem solving skills
- Relevant professional experience of at least five years in brand management or online marketing
- Good knowledge of digital marketing tools (google analytics, hotjar, canva, buffer, etc)

### RESPONSIBILITIES

- Plan and execute a marketing strategy for the company
- Support and ensure consistency of brand identity in all communications materials
- Plan, coordinate, implement and manage online marketing communications campaigns
- Identify trends and insights, and optimize spend and

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**WORK SOFT**





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performance based on the insights

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Track and measure SEO and Google Analytics metrics and provide reports
- Marketing support of company's web-sites: news and relevant information placement
- Work closely with Sales in building good relationships with partners

**WHAT WE OFFER:**

- Working in a very dynamic company
- Competitive salary
- Flexible working hours
- Opportunity to establish valuable career contacts
- Complex package of benefits

**send your cv to:**

[work@lifeishard.ro](mailto:work@lifeishard.ro)

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