

We're hiring!

We're currently seeking a highly motivated **Junior Online Marketing Manager** to join our Performance Marketing Team.

In this role, you will develop User Acquisition and Retargeting campaigns for all European markets, throughout the main Performance Marketing platforms. In addition, you will partially manage some CRM activities, supporting the Head of CRM. You will be mentored and supervised by a Senior Manager, who will train you to gradually become more autonomous and independent.

You will be part of the Performance Marketing Team and will work closely with other team members in order to achieve the business goals. You will report to the Head of Performance Marketing.

The main place of work will be Riccione, where PhotoSi's Headquarters are located. You will be granted 1 day of home office from the beginning, with the possibility to extend it to 2 days a week, depending on the time needed for your full on-the-job training.

Main Tasks

- **Run Online Marketing campaigns** throughout different platforms, from planning to execution, and beyond, to meet the relevant KPIs
- Constantly **optimise campaigns** in order to maximise performance
- **Optimise marketing budgets** to minimise CPAs (Cost per Acquisition), maximise ROAS (Return On Ad Spend) and efficiently scale PhotoSi's business across different markets, while consolidating its leadership in Italy
- Constantly **run A/B tests** on creatives and ad copies
- **Analyse** and share your **campaigns' results** in order to broaden your knowledge and that of the team
- Work closely with the Head of Performance Marketing, the Performance Marketing and CRM teams in order to improve the CVR of new and existing users and campaigns' results

Requirements

We're looking for a **young graduate**, with excellent academic results, a strong passion for Online Marketing, a thrive for innovation and fast learning. The ideal candidate has very

strong analytical skills, a data driven approach and a performance-based mindset. The ability of working in a team, a positive and a problem solver attitude are a must for this role.

You are the right person if:

- You are **ambitious**: you want to run your own project(s) and always challenge yourself
- You are **obsessed with improvement**: you want to constantly improve your skills
- You **always aim higher**: you are not satisfied when you hit your set targets
- You see yourself as a perfect fit as a Junior Online Marketing Manager and you could imagine a bright career in this field
- You are able to work on your own, but are also an excellent **team player**, bringing positive vibes to the team
- You **constantly question the “why”** of the activities you do
- You have a **humble attitude** (no ego here!)

Education And Experience

- **Master’s Degree** in Economics, Business Administration, Statistics or similar from a top university, with **outstanding results**
- **Max 1 year of previous working experience** in Online Marketing, or a similar field
- **English level** above or equal to **C1** (other languages are a plus)
- **Advanced Excel knowledge** and of Microsoft 365 in general (other reporting tools are a plus)
- SQL knowledge is a plus
- Ability to **work quickly** and through multiple iterations. Use **quantitative data** and qualitative feedback to keep the team updated
- Experience with dealing with a **fast-paced environment** (including university), where priorities are constantly changing and stress management is key