

SUBJECT: Communication - Announcement

Digital Marketing Analyst – Trainee (M/F)

Our **Equipment, Trading & Distribution (ETD) Business Line** is looking for a **Digital Marketing Analyst - Trainee**, who will have the following responsibilities:

- Support the smooth operation of the Global e-commerce website of the ETD Business Line;
- Permanent support to the different geographies where the e-commerce website is active;
- Participation in the development of all existing digital platforms;
- Work in partnership with internal IT Developer and Platform suppliers;
- Analyse consumer behaviour and help develop products for the identified targets;
- Develop and monitor the performance of online campaigns for the different geographies;
- Monitor the execution of the online strategy according to the proposed objectives;
- Insertion of content, products, campaigns and others;
- Create data analysis reports;

BUSINESS LINE
ETD

DEPARTMENT
ETD

JOB TITLE
Digital Marketing Analyst - Trainee

LOCATION
Porto, Portugal

STARTING DATE
November 2020

QUALIFICATIONS:

The ideal candidate will have/ be:

- Integrated Master's in Digital Marketing;
- Knowledge and/or experience in e-commerce channels;
- Knowledge of:
 - Paid media, such as Google Ads and Facebook Ads;
 - Google tools;
 - Knowledge of image processing and tools such as Photoshop and Illustrator;
 - Marketing automation and tools such as RD Station, SharpSpring, Leadlovers, Hubspot, among others;
 - SEO and SEM;
 - Content Marketing and E-mail Marketing;
 - Inbound and Outbound;
- HTML understanding;
- English domain.



OPPORTUNITY

HUMAN RESOURCES

REFERENCE: 45.2020

Announcement date: 16.10.2020

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Key Skills:

- Ability to work in a fast grow and change environment;
- Ability to analyse data from a variety of sources;
- Flexible, energetic and confident person;
- Good communication skills;
- Availability and sense of responsibility;
- Proactivity and organization skills;
- Good teamwork skills;
- Innovation mind-set.

If you are interested in this career opportunity, please send us your CV to voltaliarecruits@votalia.com, with the subject "45.2020 Digital Marketing Analyst – Trainee".

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Trainee

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