



06/2019

## JOB DESCRIPTION

### Marketing Manager

#### JOB SUMMARY

Reporting to the Associate Director of Communications and Events, the Marketing Manager will be responsible for creating and delivering marketing strategies and tactics to boost IRU reputation and drive quality traffic.

**Reports to:** Associate Director - Communications and Events  
**Direct Reports:** 2 direct reports  
**Travel:** Up to 10%  
**Location:** IRU - Geneva

#### RESPONSIBILITIES

- Build, plan and oversee the marketing strategy,
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Collaborate with internal teams to create landing pages and optimise user experience
- Utilise strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies.
- Provide thought leadership and perspective for adoption where appropriate
- Prepare and monitor the marketing budget
- Manage and lead team member(s) including training and development
- Foster IRU culture and values

#### QUALIFICATIONS & EXPERIENCE

- Advanced university degree (Master's degree or equivalent) in marketing or a related field
- 8 to 10 years' experience in digital marketing roles and setting out strategies
- Demonstrate experience leading & managing SEO/SEM, marketing database, social media campaigns, marketing automation, content marketing digital, multichannel campaigns
- Previous experience in managing a small team is required

#### COMPETENCIES, SKILLS & BEHAVIOURS

- Strong analytical skills and data-driven thinking
- Curious about the latest trends and best practices in online marketing and measurement
- Drive a passion for customer and industry understanding and a culture of results
- Strong & proven leadership skills to grow the team and ensure team is ready to adapt to a fast changing environment
- Positive, agile and prepared to adapt to change with short notice;
- A flexible attitude to work and the desire to be a "hands-on" member of the team
- Excellent interpersonal skills and ability to work effectively as a member of a fast-paced communications team
- Ability to team with multiple stakeholders and work in virtual teams is a must
- Able to manage multiple priorities, hardworking, comfortable and flexible with ambiguity and changing priorities with maintaining oversight and business objectives in mind
- Swiss or valid work permit