

# FLEXIROAM

## Digital Marketing Executive

### **About Flexiroam**

We are Flexiroam. We value honesty, transparency and we hold ourselves to the highest standard of excellence. We recognize that the small things count, and they all add up to make a difference. Our customers get our full attention, and we keep pushing until we deliver the best solution possible.

By joining our team, you are joining our mission to build a world class technology business that connects people and machines everywhere. Surround yourself with highly motivated and passionate people who have an insatiable appetite for global expansion and personal development.

We are looking to recruit a Digital Marketing Executive to own all aspects of the day-to-day relationship with our IoT customers. The role is very customer facing, and also requires coordination and management of cross-functional teams within the business.

### **Responsibilities:**

- Working on initiatives related to paid search marketing, email lead generation, social media and affiliate marketing
- Manage content and facilitate customer engagements through own-media channels and paid media channels
- Update product pricing during promotions on website and in the app.
- Set up and manage in-app push notifications
- Create and send email newsletters with Elasticemail
- Set tasks for designers to create artwork for banners, push notifications, email newsletters, social media posts
- Completion and distribution of daily reports

### **What we are looking for:**

- Familiar with organic and paid marketing channels (SEO, SEM, Google Ads, Facebook, Instagram, affiliate marketing, etc)
- Interested in app marketing and have relevant experience
- Know the latest trends in the world of apps and marketing
- Creative problem solving and strong communication skills

### **We will be a big plus if you:**

- Have experience in SMM, and influencer marketing
- Design & video editing skills for post creation, photo retouching, and ad banner
- Digital marketing and social project execution (content creation, campaign strategy development)
- Capable of creating landing pages

If this sounds like you, we would love to hear from you.