

FRASER

Fraser is born in Berlin as an independent agency. We unlock classic communication and digital product innovation in companies. We help marketers at any stage of development and across a full range of industries, to transform and grow in this increasingly complex world.

We are the next-gen agency with global-edge to help companies in their transformation through support of data, strategy, creation and technology. A trusted partner in the journey of digital transformation. We believe we can change the way clients think about agencies.

Founded by recognised digital visionaries, today Fraser integrates best-in-class working methods, content and design to create disruptive product strategy and smart distribution.

JOB DESCRIPTION

We are looking for a diverse **(JUNIOR) PERFORMANCE MARKETING MANAGER** who lives and breathes digital marketing. You execute the development, implementation, tracking and optimisation of our digital marketing campaigns across all digital channels.

As a digital native you have a strong grasp of current marketing tools and strategies and are able to set up and monitor integrated digital marketing campaigns from concept to execution and support the launch on time and on budget.

YOUR RESPONSIBILITIES

- . 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)
- . Identify trends and insights, and optimise spend and performance based on the insights
- . Brainstorm new and creative growth strategies
- . Execute, and measure experiments and conversion tests
- . 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 optimise user funnels
- . Collaborate with agencies and other vendor partners
- . Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

REQUIREMENTS

- . Proven working experience in digital marketing
- . Demonstrable experience setting up SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- . Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- . Experience in optimising landing pages and user funnels
- . Experience with A/B and multivariate experiments
- . Experience in website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- . Working knowledge of ad serving tools (e.g., DART, Atlas)
- . Experience in setting up and optimising Google Adwords campaigns
- . Working knowledge of HTML, CSS, and JavaScript development and constraints

- . Strong analytical skills and data-driven thinking
- . Up-to-date with the latest trends and best practices in online marketing and measurement
- . Trello and Slack addiction is a plus

We open up our trust to clients and to each other because we love what we do. We analyse and unlock new ways of thinking, go out and get it done. With enthusiasm and the spirit of Berlin. Does this sound like you?

Contact us on jobs@fraser.berlin | FRASER GmbH, c/o WeWork | Kemperplatz 1 | 10785 Berlin