

Marketing Manager

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Company: Business Umbrella

Location: Manama

Category: other-general

Influencer Marketingmanager

Responsibilities

- Execute comprehensive influencer marketing strategies to drive brand awareness, engagement, and sales for Eucerin's products.
- Identify and evaluate relevant influencers, bloggers, and content creators who align with Eucerin's target audience and brand values.
- Build and maintain strong relationships with influencers, negotiating contracts, and managing partnerships from initiation to completion.
- Collaborate with internal teams, including marketing, creative, and product development, to align influencer campaigns with brand objectives and product launches.
- Provide guidance and support to influencers in creating authentic and compelling content that showcases Eucerin's products effectively.
- Monitor and analyze campaign performance, tracking key metrics such as reach, engagement, conversion, and return on investment (ROI).
- Stay up-to-date with industry trends, best practices, and emerging platforms to identify new opportunities and innovative influencer strategies.
- Collaborate with legal and compliance teams to ensure influencer partnerships adhere to applicable guidelines and regulations.
- Report on influencer marketing activities, presenting insights and recommendations to internal stakeholders and the client.

Requirements:

- Bachelor's degree in marketing, communications, or a related field.
- Proven track record of successfully developing and executing influencer marketing campaigns, preferably in the beauty or skincare industry.
- In-depth knowledge of social media platforms, trends, and influencer landscape.
- Strong negotiation and contract management skills, with the ability to build and maintain strong relationships with influencers.
- Excellent written and verbal communication skills, including the ability to provide clear and concise creative briefs to influencers.
- Strong project management skills with the ability to manage multiple campaigns and deadlines simultaneously.
- Passion for skincare, beauty, and wellness industries, and a deep understanding of Eucerin's brand values and target audience.

Performance Marketing

- Execute comprehensive digital media strategies to drive e-commerce sales and maximize return on ad spend (ROAS) for Eucerin's products.
- Plan, implement, and optimize digital advertising campaigns across various platforms, including paid search, display, social media, programmatic, and affiliate marketing.
- Conduct keyword research, audience segmentation, and competitor analysis to inform campaign targeting and optimization strategies.
- Set up tracking mechanisms, implement conversion pixels, and ensure accurate attribution to measure the effectiveness of campaigns and optimize performance.
- Monitor and analyze key performance indicators (KPIs) such as click-through rate (CTR), conversion rate, cost per acquisition (CPA), and revenue generated.
- Identify areas for campaign optimization, including bid management, ad copy and creative testing, landing page optimization, and audience targeting refinements.
- Collaborate with internal teams, such as marketing, creative, and analytics, to develop compelling digital assets and landing pages that drive engagement and conversion.
- Conduct regular A/B testing and provide actionable insights and recommendations for improving campaign performance and overall e-commerce revenue.
- Collaborate with external partners, agencies, and media vendors to negotiate contracts, manage relationships, and stay informed about industry best practices.

Requirements:

- Bachelor's degree in marketing, advertising, or a related field.

- Proven track record of successfully managing and optimizing digital media campaigns, preferably in an ecommerce or direct-to-consumer (DTC) environment.
- Proficiency in using digital advertising platforms, such as Amazon Ads, Google Ads, Facebook Ads Manager, programmatic tools (e.g., DSPs), and ecommerce analytics platforms.
- Strong analytical skills and ability to derive actionable insights from campaign data to optimize performance and achieve business objectives.
- Experience with conversion rate optimization (CRO) techniques, A/B testing, and landing page optimization to drive improved conversion rates and revenue.
- Excellent project management skills with the ability to prioritize tasks, manage multiple campaigns simultaneously, and meet deadlines.
- Strong communication skills to collaborate effectively with cross-functional teams and external partners.
- Up-to-date knowledge of digital advertising trends, industry benchmarks, and best practices.
- Proficiency in data analysis and reporting tools such as Google Analytics, Excel, and data visualization tools.
- Familiarity with ecommerce platforms, online sales funnels, and customer journey mapping.
- Understanding of key ecommerce metrics, including average order value (AOV), customer lifetime value (CLV), and customer acquisition cost (CAC).

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