

Digital Marketing Manager – Vedbæk, Denmark

**WINDOW
Master®**
Fresh Air. Fresh People.



We are looking for a proactive and energetic Digital Marketing Manager for a dynamic clean-tech company supplying sustainable indoor climate solutions for the building industry

For this position, we are looking for an enthusiastic colleague with a strategic mindset and operational skills within digital marketing disciplines. You would be part of the global marketing department. The scope of the department is to raise awareness about natural ventilation and generate leads for the sales organization. The team consists of a PR & marketing project manager, a graphic designer, a student assistant and three building performance engineers assisting with content creation.

We Offer

- A position in an international and entrepreneurial organization with high growth aspirations
- Professional and personal challenges as the company evolves
- High degree of influence on your function
- Direct report to the business development director

Your Responsibilities

- Responsible for digital marketing channels such as websites, paid media and marketing module of the CRM system
- Build brand awareness online, drive traffic (SEO, SEM, online advertisement etc.) and optimize conversion rates
- Plan and execute digital marketing campaigns to generate new business leads
- Interpret and translate campaign results to the team as meaningful insights
- Define strategy for marketing automation and build action plan
- Primary contact to external digital agency
- Ad hoc marketing projects such as mapping customer journey to identify new focus areas for content creation

Your Professional Profile and Experience

- You have 2-5 years' experience from an agency or from a B2B company working with digital marketing
- You have experience with SEO, Google Adwords, Google Analytics and social media advertising platforms such as LinkedIn & Facebook

- You have worked with CMS platforms (e.g. Dynamicweb) and CRM systems (e.g. ClickDimension / Microsoft Dynamics)
- You work in a structured manner and enjoy making things happen
- You are fluent in English and additional languages would be considered a plus
- You hold a bachelor or master in marketing, communication or business administration
- Preferably you have experience in collaborating with sales teams in different countries

Your Personal Skills and Qualifications

- You take responsibility and act independently
- You focus on results and have a problem-solving mindset
- You are data-driven and analytical
- You thrive in an entrepreneurial environment and enjoy both strategic, tactical and hands-on assignments
- You are a strong communicator with good stakeholder management skills

Deadline / applications: Send your application as soon as possible, as we screen applications continuously. We look forward to hearing from you.

Starting date: Soonest possible or as per 1 November 2017.

If you have any further questions, do not hesitate to contact Lisbeth Lauridsen at tel.: +45 86 76 00 28. Please send your application and CV per mail (PDF or Word) to trapez@trapezjob.dk. Refer to no. 2163.

Your application will of course be handled in strict confidentiality.

[Send application](#)

WindowMaster delivers sustainable indoor climate solutions primarily for schools, offices, shopping centres and hospitals, based on nature's own forces, called natural ventilation. The solutions are based on advanced automatic window solutions and intelligent ventilation management. In addition to natural ventilation, the company also specialises in smoke ventilation. Today the company has approximately 150 employees in Denmark, Germany, England, Switzerland, Norway and USA, as well as a wide branched network of certified partners around the globe.

