

**DIGITAL MARKETING SPECIALIST****Codice "VCE-DMS"****SCOPO DELLA POSIZIONE**

To manage the development and the successful implementation of the digital marketing plan for Volvo Machines and Volvo Services, including the development and updating of the corporate website, campaigns, social media channels and usage of their analysis tools.

RESPONSABILITA' E ATTIVITA' PRIMARIE

- Create and manage the digital strategy for the company, identifying trends and insights, and optimizing spend and performance based on the insights, integrating all the digital & social media channel;
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs);
- Work with external advertising / PR agencies / service vendors to ensure that all the marketing collateral is on-brand and eye-catching;
- Be the driver for innovation of contents, tools and way of working in Mktg & Sales Support team;
- Be the contact person for Volvo CE Italy website www.volvoce.it, for the updating and maintenance of the website and the development of its effectiveness;
- Be the contact person for the monthly e-newsletter, and for any further newsletter targeted for branches / dealers / products & segments / volvo services and events;
- Be the contact person for the Facebook page and all social media channels (Twitter, Instagram, Youtube) content creation, development, sponsorship with Google Ads and Facebook Business; writing articles and promotional material for online media and offline activities including forum, blogger, social media, brochures, letters, emails and etc;
- Create and manage the video strategy for the company, coordinating video production & uploading marketing material to online media /social media sites;
- Be the driver for digital assessment and Volvo CE Italia Dealers network training on effective website and social media utilization
- Prepare a quarterly presentation for all digital & social media channels updating marketing department documentation and report;
- Support the launch of Aftermarket campaigns and their promotion in social media planning and executing all web, aftermarket marketing database, email, social media and display advertising campaigns;
- Manage the database related to Requests For Quotations (RFQ) from website, by sending the request to the local salesmen, updating the RFQ database and monitoring the salesmen feedback on the actions taken;
- Manage Volvo Operators Club digital initiatives, updating operators database and promoting special digital actions for Volvo Operators Club Facebook Group;
- Be the reference person for Volvo CE Emea Mktg organization in Digital activities

PROFILO PROFESSIONALE:

- At least Master's Degree in Marketing or equivalent field;
- Very good understanding of digital channel





landscape, ideally including hands-on experience in at least one of the following channels: paid search, social, display, video, affiliates;

- Excellent copywriting skills and experience;
- Highly analytical, able to generate meaningful insight from broad data sets and effective at presenting findings;
- Knowledge of the most advanced Media and Digital communications tools such as Facebook Business Manager and Google Analytics;
- Able to confidently present a clear business case for any marketing investment, however big or small;
- Some experience of taking a product to market will be a plus;
- Entrepreneurial mindset. Constantly curious and relentless approach to learning new things and innovating. Fast learner;
- A creative eye / love of brands and able to identify and communicate opportunities for optimization through creative development;
- Good Teamwork, but also ability to work independently and act with initiative;
- Customer and target oriented (determination to achieve the objectives);
- Good knowledge of English, both written and spoken;
- Good knowledge of excel, power point and othe presentation tools; graphic tools like Photoshop will be a plus
- Out of the box thinking, Optimism and Resilience

We invite potential candidates to apply by emailing to hvolvoce@volvo.com with Ref. "VCE-DMS".
The candidate is asked to expressly authorize the treatment of personal data (L. 196/2003).
Fulfilling profiles will be contacted within 30 days.

Volvo Construction Equipment Italia S.p.A. – Via dell'industria 8, 20080, Carpiano (Mi)- email: hvolvoce@volvo.com

Viene offerta assunzione diretta, con retribuzione secondo esperienza e/o capacità. Orario full time. Sede di lavoro: Carpiano. Tempo indeterminato

