



qmetric | HR & Career Solutions is currently recruiting, on behalf of [Goodvidio](#), the position of

## **Online Advertising Specialist (Job opening ID: OASGV)**

### **The company**

Goodvidio is a [venture-backed](#), [award winning](#) startup with offices in Thessaloniki and London. With customers including some of the world's largest retailers and brands, Goodvidio is on a mission to change the way video is used in ecommerce. We believe that the "play" button is taking center stage as the most compelling call-to-action on the Web and we are developing the social video curation and optimization technology to help retailers and brands seize the opportunity. Our software is helping ecommerce businesses across the world to upgrade the online shopping experience they deliver to customers, by enhancing their sites with the best curated product videos from social media.

### **The position**

The successful candidate will join the team in the office of Thessaloniki, with the option to work remotely. The role of the Online Advertising Specialist includes the following responsibilities:

- Strategically plan, develop and execute SEM, SEO, PPC, affiliate marketing and retargeting campaigns to attract site traffic and convert that traffic into new business leads
- Create and implement AdWords strategy
- Monitor and interpret key site metrics, analyze performance and understand customer behavior with the use of web analytics
- Monitor organic search engine result performance, campaign impressions, CTR, traffic, and conversions
- Plan and execute landing page conversion testing and optimization experiments
- Monitor ROI through detailed reporting and analysis
- Work closely with the team's content marketer, designers and developers to create and improve landing pages and facilitate SEO
- Stay up-to-date with the latest trends and changes in search ranking and optimization factors of major search engines.
- Identify opportunities or risks related to Goodvidio's inbound marketing mix

## Your profile

In order for you to be able to successfully carry out the duties of the job, you should possess the following:

- Bachelor's Degree in Marketing or related field
- 3+ years' experience in a similar role
- In-depth knowledge of the various online advertising channels and technologies, primarily paid search and retargeting
- Proficiency and proven experience in Google AdWords, Google Analytics, SEO
- Excellent communication skills
- Perfect command of the English language
- Strong analytical skills, ability to extract meaning from data and use this to communicate insights to the team, test and optimize campaign performance
- Attention to detail and accuracy
- Ability to work independently, under minimal supervision
- Ability to work under pressure and respond to shifting priorities, demands and timelines
- Initiative and results-oriented mindset
- Strong organizational skills, ability to establish clear priorities and meet deadlines
- Good understanding of modern web technology, search engine technology, and tools for web analytics
- Genuine team spirit

Bonus points if you:

- Experience with advertising on social platforms (Twitter, LinkedIn and Facebook)
- Experience in the ecommerce industry
- Familiarity with modern web development technologies (HTML5/CSS)

## Our Client offers

In case you are selected for the position of Digital Marketing Specialist, you will have access to the following:

- Competitive salary
- Company stock plan
- Opportunity for rapid career advancement
- Insights into best practices of high-growth companies in the software industry
- Fun and challenging work environment
- Modern and comfortable office space
- Whatever tools and learning resources you need to do your job
- Apple workstation
- Free lunch, selection of snacks and coffee at our office.

## Are you interested?

Do you take pride in your strong internet marketing skills? Do you think that Google AdWords is a good ol' friend? If yes, please click [here](#) in order to submit your application.

## The selection process

qmetric applies a demanding selection process, in order to ensure its fairness. Shortlisted candidates will be assessed with the use of Competency Based Interviews (CBI), personality and work sample tests. All the shortlisted candidates will also have access to personalized feedback, regarding their performance during the selection process.

**Our company treats each application with strict confidence**