



Genelec is the global leader in the design and manufacturing of active loudspeaker systems for high quality studio, AV installation and home applications. Founded in Finland in 1978, our customers include the world's finest recording studios, broadcasters and public spaces, complemented by a rapidly growing community of customers creating and enjoying music at home. We are a company driven by purpose, innovation and passion, with high standards and a total commitment to quality and sustainability.

We are now looking to strengthen our team with the addition of a Digital Marketing and Sales Analyst, who will form a key part of our highly focused marketing and sales team. This is a unique opportunity to bring your skill and creativity to one of the world's most highly respected audio companies.

As Digital Marketing and Sales Analyst, you will be responsible for researching, executing and measuring the success of a range of digital marketing and sales activities, including SEO, SEM, search-analyse-utilize of data, and marketing and sales automation. You'll have advanced knowledge of data analysis techniques in digital platforms and use these to help create excellent user's experience and drive user engagement across all of our digital media channels.

You'll need to be an open-minded and highly collaborative team player, since you'll be working very closely with our global marketing media, marketing communications and sales and technology teams. You'll need to be able to work systematically, to a very high standard and occasionally to very tight deadlines. You'll also be striving to understand our customers' needs, cultural diversity, behaviours and emotions in order to produce campaigns that truly resonate with our audience.

In return, we'll offer you a meaningful and satisfying job in a future-oriented, international, dynamic, and inspiring working environment. Your colleagues will be passionate, professional and performance-oriented, and in this position, you'll have an excellent opportunity to develop your professional skills.

Skills and qualifications required include:

- Bachelor's Degree or equivalent in Computer Science, Marketing, or a related field.
- Minimum of four (4) years of experience in the field of digital marketing analysis.
- Experience of setting up and interpreting analytics, campaign tracking and report design.
- Proficiency in managing digital marketing and sales programs including social media, SEO, paid search and display ads.
- Experience using SEO methods, including keyword audits and list building, metadata analysis, URL structure and link building.
- Proficiency in Google AdWords and Google Analytics.
- Experience with marketing and sales automation platforms and their reporting suites.
- Strong organizational skills and attention to detail.
- Knowledge of the professional audio industry is not mandatory, but a valuable advantage.

Location: India.

Please send your application with CV and salary expectations by 15th Nov 2023 to Paula Ruotsalainen paula.ruotsalainen@genelec.com Please use Digital Marketing and Sales Analyst- India as the mail subject. Please note that we will review all the applications anonymously so please write your contact information only in your message but **not in your application or CV!**

If you require further information about this role, or the work involved, please contact arun.kumar@genelec.com