



## Digital marketer with analytical skills

An exciting opportunity for a bright, analytic and ambitious individual to join the marketing team at Milkywire - the Swedish platform reinventing the way people can support grassroots organizations working to save the planet. We bring innovation and efficiency to the charity sector through tech tools and infrastructure to enable everyone to take direct action.

The digital marketer will work closely with the marketing, content, tech and partnership team and report to the marketing manager. You'll be responsible for effective marketing campaign execution in all digital performance acquisition channels across search engines, social, and display advertising. This is a hands-on role where you will be expected to work alongside all teams within the company to ensure smooth running and successful business growth.

The digital marketer should demonstrate superior analytical expertise and organizational capabilities in project and campaign management, SEM and SEO knowledge, communications evaluation, and ability to ensure long term brand equity.

### The successful applicant will be responsible for the following areas:

- Develop and execute online marketing strategies that are budgeted for and delivered with full awareness of market and business trends, opportunities and threats.
- Digital marketing optimization and execution, including SEO/SEM, and social media marketing.
- Improve and analyze acquisition, retention and customer experience efforts through conversion, on-site & channel optimization.
- Produce weekly, monthly, quarterly, yearly reporting on donations, marketing performance, and KPIs.
- Leverage historical campaign performance insights as well as industry best practices to drive optimal marketing and retention strategy.
- Understand and connect user segments to optimize communication channels, timing and messaging.
- Develop strong and effective working relationships and connect them with data to aid them in content creation and tech development.
- Work autonomously and take ownership of above processes as well as drive the work forward.

### We expect the ideal candidate to have the following qualifications:

- A love for hands-on/multi-tasking in a fast paced "start-up" environment.
- Proven ability to manage and optimize paid social campaigns such as Instagram ads, Facebook ads among other platforms.
- Deep understanding for brand building and brand community.
- Ideally has a bachelor's/master's degree in a business related or technical field such as Marketing, Information Technology, Business Administration, Computer Science, or any other related field. The equivalent of this requirement in working experience is also acceptable.



- Analytical skills to generate innovative insights and communicate results effectively.
- Strong organizational skills, a strong sense of ownership and accountability, and the ability to lead projects, communicate effectively, and be a self-starter.
- Proven experience working in performance marketing within a fast-paced and highly competitive business environment.
- Besides a strong knowledge of Google Analytics, an experience with Amplitude and Adjust is a plus.
- Experience within email optimization and management is also a plus.

This is a full-time position, based at the Milkywire head office in Stockholm. We are also open for applicants working remotely.

Immediate start, so apply now!

Send your application (CV) to: [sandra.tham@milkywire.com](mailto:sandra.tham@milkywire.com)

Milkywire is a new digital platform that connects people and companies directly to trusted grassroots projects and organizations, so-called impacters, working to save the planet. On the Milkywire app you can explore handpicked, screened and vetted impacters, connect with them, give to them directly, and follow their work through weekly video updates. It's a new way of making an impact, cutting out middlemen and bringing everyone closer to the hands-on work to protect and restore the planet.