



Digital Marketing Manager (Milano, Lombardia)

Woltair is a dynamic, high-growth startup revolutionizing the HVAC and building energy management industry. We are part of the investment group that helps startups become unicorns. We have already 4 years of successful track record operating on the Czech market, reaching a 4x yearly growth and are currently expanding on the German and Italian market.

We have +6300 orders in Czech Republic, and we have managed to reduce 9000+ tons of CO2 emission so far.

Woltair focuses on bringing a new, customer-friendly experience in adapting to energy transition and decarbonization pathway in the residential building sector. We are on a mission to making new generation building energy equipment easily available to everyone - from heating source and system installation to integrated solutions including photovoltaic energy generation sources. Our digital platform enables customers to have a smooth and pleasant experience from choosing the most convenient solution to a painless installation, while solving also for installation workers pain points and enabling them to focus.

Job description

As digital marketing manager in new fast-growing start-up you will be responsible for generating brand awareness, implementing online marketing strategies, and above all generating higher traffic numbers.

- Designing and implementing online marketing strategies across all digital platforms
- Managing the company's social media platform and web advertising
- Developing social media strategies
- Identifying the latest trends and technology within the industry
- Analysing site traffic including click navigation, shopping patterns, and purchase conversion
- Assessing the online user experience and developing strategies to increase NPS
- Maintaining customer communications with weekly reports, news articles, and industry guides
- Monitoring and maintaining the media budget

Profile requirements

We are looking for candidates who have previous experience with establishing and building a marketing department from small size, setting up necessary business processes and scaling them, ideally in a digital or digitally-enabled environment.

Person who is enthusiastic, open-minded, and loves start-up environment.

What else should you have?

- Positive relationship to green energy and the sustainable approach to the world
- Willingness to change things and committed to take full ownership
- In-depth knowledge of digital marketing techniques
- Experience with social media networking and advertising
- Knowledge of digital marketing tools, SEO best practices, and brand exposure techniques
- Excellent communication skills & interpersonal skills
- Advanced project-management skills
- Bachelor's degree in marketing, communications or related field is desirable
- Knowledge of the latest technology and trends within the industry

Job types

Fulltime, Contract