



Digital Marketing & Communications Manager – Sim Local

Summary:

Headquartered in Dublin, Sim Local (part of the Travelwin Group) is a global travel technology company that provides local network bundles to Intercontinental travellers. With retail stores in large Hub Airports in the UK, the offering is also supported by vending machines which are also present in regional airports. The business also has shop-in-shop & affiliate partnerships all over the world and currently operates in over 50 cities globally. We are looking for an experienced digital marketing & communications manager to join our talented and ambitious team. This is a fantastic opportunity to make your mark and to work in a fast-paced environment. As Digital Marketing & Communications Manager, you will be responsible for developing and executing a global marketing strategy with a specific focus on digital campaigns.

Why Sim Local?

Sim Local has evolved from being a local SIM reseller to become a travel technology disruptor. It has invested in and developed best-in-class technology to provide an online store and App to sell local network eSIM bundles all over the world. It plans to become the global leading provider of eSIM bundles and has other ground-breaking technology projects in the pipeline.

Joining the team at this critical inflection point will allow you to shape and execute global marketing campaigns in multiple markets. You will be empowered to build a world-class marketing team and to make a high-profile mark in this next global evolution of mobile technology.

This rapidly growing team embraces and rewards entrepreneurial spirit and a can-do attitude. The team is ambitious and energetic and fosters a collaborative, energetic and flexible working environment.

Responsibilities:

Manage and execute all B2C & B2B brand and promotional campaigns across multiple markets focusing on:

- social media strategy development & execution
- search & display
- email marketing
- content marketing & lead generation

Support the development of the user interface for online store

Analysis and evaluation of campaign activity performance.

Delivery of marketing collateral to support entry into new markets with both B2B and B2C targets

Skills & Aptitudes:

Track record in Search Engine Marketing (PPC), Social Media Marketing, Search Engine Optimization, and Content Marketing.

Organic and paid social media experience across social media platforms

Knowledge of the following tools and platforms is a requirement: Facebook Ads Manager, Google AdWords, Google Analytics, Google Search Console, Content Management Systems

Effective management of agency partners and comfortable working in a fast-paced environment.

Strong commercial acumen – you should be able to monitor, measure and evaluate campaign activity to ensure it makes commercial sense and have a clear approach to campaign planning and resource management.

An objective thinker with excellent creative and analytical skills.

You must be able to multi-task and demonstrate productive time-management skills when working to tight deadlines.

Excellent communicator with strong interpersonal skills.

Experience:

Degree or Master's in Marketing, Digital Marketing, Communications or related field.

5+ years' experience working in a digital marketing environment developing, executing and evaluating campaigns.

Experience of international marketing preferred but not essential.
Experience in creating content for online use with strong copywriting skills.
Experience of managing direct reports.

To express your interest in becoming part of this exciting and ground-breaking organisation, please send your CV and covering note to: marketingcareers@travelwin.com

Closing date for applications is 7th October 2019