

Turkey Jobs Expertini®

Digital Marketing and Sales Executive Getirfinance (Fintech)

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Company: Gorillas

Location: İstanbul

Category: other-general

Hi there!

Getir is the pioneer of ultra-fast delivery. By bringing together great technology with a unique operational model, we were the first to introduce the concept of groceries being delivered to your door in minutes. Technology continues to be at the heart of our business as we expand across the globe.

We're looking for a Digital Marketing and Sales Executive who will help set the direction, vision for GetirFinance.

What You'll Do?

Define our digital marketing strategy in line with our marketing agenda and growth objectives

Redefine strategy as trends change

Create, manage and deploy display, mobile and social media marketing campaigns and optimizing daily to reach success metrics

Overall maintenance of mobile attribution tools such as Adjust, AppsFlyers etc.

Manage, measure and optimize digital campaigns for user acquisition, retention and awareness

Design and conduct rigorous A/B experiments to test digital communication assets

In-depth understanding of social media platforms, their protocols and analytics

Monitoring and reporting weekly & monthly digital communication

Collaborate cross-functionally between marketing, communication, growth, product and data teams

What Do You Need?

Min 3 years of experience at marketing department in a digital marketing position or at media agencies

Working in a company related to e-commerce or fintech sector

Hands-on experience in performance marketing channels such as Facebook Ads, Google Ads and/or other ad platforms is must

Understanding of marketing in detail: user acquisition, re-engagement, retention, etc.

An excellent level of written and spoken English

Proactive and initiative taker.

Detail-oriented and an excellent problem-solver. Can multi-task.

Think about the customer first.

Hunger to learn and relearn.

You as a Getirian

You are a good person first, everything else is secondary. You are a champion of growth, and actively strive to be the best version of you, for yourself and your team. You value diversity, and embrace ideas over hierarchy. You aren't afraid to learn and re-learn at Getir speed. You are an initiator, in charge of your own story and your legacy.

Benefits

Once-in-a-career opportunity to make an impact in one of the fastest-growing mobile-commerce businesses in the world.

Take charge of your own career growth with us through professional development opportunities! We really mean it when we say that upward and sideways mobility are some of our favorite terms.

Working in a diverse and dynamic environment with our international team of thousands of Getirians across the globe.

Health insurance (family included)

Meal card

Competitive salary

We are a diversity and equal opportunity employer.

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