



## Vacancy summary

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# Regional Senior Marketing Specialist (RSMS)

GE01450524



91 Dimitri Uznadze St, Tbilisi 0102

**Education :** Bac + 4, Master

**Experience :** 1 year - 3 years

**Industry :** Marketing / Advertising / Public Relations

**Position :** Director

**Mobility :** National

**Contract :** Long term

**Availability :** Full Time

### Languages

English : Advanced

Georgian : Fluent

Russian : Advanced

## Vacancy details

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We are an international company Coral Club!

Coral Club is 35 representative countries, millions of grateful consumers and young professionals who are strong in their field. For over 20 years, we've been helping people make smarter health choices with comprehensive solutions based on cutting-edge technology and years of experience from nutritionists around the world.

Our team is growing rapidly and therefore we are looking for a Regional Senior Marketing Specialist! :)

Responsibilities:

- Prepare marketing action plan (1 year) with a Global Responsible Manager.
- Implement, track and lead marketing communication programs such as email, social media, digital campaigns, events, promotions, new product launches.

Block 1: SMM

- Content plan development with Global office
- Adapt text and visuals with translator/designer
- Publish content on the platforms (Instagram / Facebook, Youtube, Telegram)
- Work with the FB Ads Manager
- Prepare analytics and reporting to the Global office

Block 2: CRM and email marketing

1. Prepare content plan for e-mail newsletters targeted at LTV growth, retention, user reactivation
2. Adapt newsletters
3. Send newsletters to the database
4. Prepare analytics reporting to the Global office

Block 3: Online Reputation Management

1. Regularly check reports on Social Media monitoring
- Collaborate with other internal teams (e.g. sales & customer relations).
  - Adapt marketing materials, coordinate translations or writing, proofreading and edit creative content across different mediums.
  - Coordinate local execution of central projects, provide timely feedback.
  - Analyze and report on the performance and efficiency of campaigns, analyze sales and trends to identify new marketing opportunities.

Our ideal candidate:

- Native local language
- Very good command of English or Russian
- Bachelor's degree in marketing, communications, or a related field
- Social media junkie, understand trends in digital
- 2+ years of experience in a similar position
- Practical knowledge of tools like MS Office, Google apps (must), AMS, Figma, CRM and others (good to have)

- Good analytical skills; understanding data analysis
- Written and verbal communication skills
- Skilled in writing and/or editing content with an attention to detail
- Strong prioritization, organization, and project management skills including multi-tasking and time-management
- Commercial awareness and persistence
- Ability to work in a fast-paced, high-pressure environment

Terms:

- Official employment from the first day;
- Schedule 5/2, from 9 am to 6 pm or from 10 am to 7 pm (optional);
- Comfortable office (remote work is possible);
- Salary is discussed individually (in the market and above);
- Discounts on the services of our company and partner companies, additional loyalty programs;
- Opportunity for professional growth;
- Seminars, trainings, conferences within the company;
- Rich corporate life;
- We provide a working phone/PC.

When responding, please include your salary expectations and a link to your portfolio (if available) in your cover letter for quick feedback! :)

HR manager Anastasia

## Contacts

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**mobile:** (+49) 0162 3642590