

Head of Marketing

Belgrade/Novi Sad, Serbia | Full time

Company Description

Sixsentix ranks among the fastest growing companies in Europe, among the top 3 fast growing companies in Switzerland, was recognized as one of the top small businesses in Serbia and is among the top 50 global most valuable brands! With offices in Zurich, Frankfurt, Vienna, Belgrade, Novi Sad and a strong presence in Abu Dhabi, we provide Software Agile Testing Services with advanced analytics to the largest banks, financial services, insurance and telecom companies. We are looking for a new member of our growing company. Join our [Sixsentix](#) Team!

We are looking for a motivated and dedicated individual to join the marketing team in Serbia.

The Head of Marketing will lead all our marketing activities from sales support, social media and digital campaigns to advertising and creative projects. The responsibilities will include developing plans to help establish our brand, allocating resources to different projects and setting short-term and long-term department goals. If you're a skilled Marketing strategist, able to inspire your team members, we'd like to meet you. Ultimately, you will run our Marketing department in ways that promote higher profitability and competitiveness.

Job Description

- Responsible for development of marketing plans: ideation, data analysis and determination of strategy
- Supports Sales in the development of sales tools and collateral, working in conjunction with Product Managers
- Digital Marketing Strategy: manage social media presence and direct programs to improve social media reputation and recognition
- Create and continually execute brand identity while increasing brand awareness across multiple platforms
- Conduct market research analysis (considering qualitative and quantitative data) to understand full market landscape: target audiences, competitors, trends, key organizations/influencers
- Partner with colleagues in other regional functions to assure seamless execution of all programs and campaigns that achieve ambitious and measurable success: with delivery and product team to localize the content; with the sales team to understand the local market drivers as well as to ensure full visibility and reporting of campaigns
- Integrate and repurpose globally created content into effective marketing activities and programs in Germany, Austria, Switzerland and other countries. Organize local marketing campaigns and programs to generate new leads and nurture existing ones; generate tangible business results and return on investment for every delivered campaign based on the defined campaign plans
- Work independently using Marketing Automation and CRM tools (campaign set up, email marketing programs, campaign analysis, lead management, lead review, etc.)
- Develop and support press and PR activities, and customer advocacy
- Be a champion and guardian of Sixsentix' brand identity, ensuring message positioning, tone of voice, as well as visual identity is consistent and in-line with global brand guidelines across all channels and in all activities
- Develop and manage marketing budget
- Responsible for reporting: YTD monthly building progress, monthly spend tracking, and recaps on initiatives rolled out
- Continue to build and develop a highly talented marketing team

Qualifications

- Bachelor's Degree required, preferably in Marketing areas or Computer Science
- Proven track record of success in senior marketing roles. Minimum 5 years of marketing experience in a fast-growing international company (prior experience launching new businesses/new markets is a plus)
- Experience with technology solutions in a business-to-business environment
- Keen attention to detail along with strong organizational, project management and analytical skills

Qualifications, cont'd

- Ability to multi task in highly dynamic environment, with ability to deliver on time and within budget
- Hands-on attitude
- A team player, but also with ability to execute independently. Passionate and willing to generate results
- Proven ability to work across multiple teams and functions and cultivating strong relationships with the ability to listen, contribute and influence within the local sales team and other regional and functional stakeholders
- Outstanding written and verbal communication skills
- Strong work ethic and ability to solve problems quickly
- Available to travel locally and internationally when needed (approx. 10% of time)
- Excellent English; German is a plus

What we Offer

- Outstanding working environment, flexible and open working atmosphere
- Challenging professional opportunities in a fast growing, highly successful company
- Comprehensive training and certifications
- Personal & professional development
- Challenging projects
- Innovative culture
- Competitive salary
- Excellent benefits: e.g. private health insurance with 1 year of service, accident insurance 24/7, etc.
- Extra vacation days plus company days between New Year and Christmas
- Recognition, opportunity for advancement and long-term service award

We look forward to receiving your electronic application (CV, reference letters, etc.) by email to careers.rs@sixsentix.com. Find more information about Sixsentix on www.sixsentix.com.

