

# Expert Marketing Card

## **Job Purpose:**

The Marketing Expert will be responsible for implementing the marketing strategy for fuel cards in Slovakia and the Czech Republic.

The goal is to strengthen brand awareness for fuel cards, define target customers, and execute planned marketing activities., mainly:

- to design and implement the card marketing strategy in Slovakia and the Czech Republic.
- to define target customers and sets objectives and tactics to achieve them.
- to develop and execute a digital strategy (website, social media, emails) in collaboration with agencies.
- to collaborate on the annual marketing plan for the card department

## **Key Responsibilities:**

- Cooperates with the international marketing team to define card offerings and target audiences.
- Implements the marketing strategy for cards in Slovakia and the Czech Republic.
- Develops marketing campaigns to generate leads for local sales teams.
- Increases product awareness through B2B channels (social media, events, PR).
- Plans and executes local B2B online marketing projects.
- Optimizes digital campaigns based on market analysis and available technical solutions.
- Analyzes the card market and identifies new opportunities for OMV.
- Provides support in administrative tasks and processes.
- Manages regular customer communication, including the preparation and delivery of newsletters.
- Supports the implementation of international projects in collaboration with the team.
- Updates the website as needed.

## **Management and Planning:**

- Contributes to the annual marketing plan for cards in Slovakia and the Czech Republic.
- Measures and evaluates the impact of B2B marketing activities.
- Proposes and executes new initiatives to enhance OMV's digital presence in the B2B segment.
- Communicates with card sales teams to ensure the implementation of local digital marketing activities.
- Collaborates with external agencies for effective internal and external communication.
- Ensures clear budgetary frameworks to achieve business objectives for cards.

## **Coordination:**

- Maintains daily communication with card sales teams and the CSO.
- Ensures effective communication and collaboration with external partners (media & creative agencies, CRM providers).
- Builds and maintains strong relationships with other departments

## **Requirements:**

- University Education Master - Marketing / Economics or other relevant field
- Minimum 3 years of relevant marketing experience - B2B marketing
- Knowledge of current digital tools and trends.
- A helping hand role for the Card Sales teams in the countries
- Motivated to change perceptions /fight the status-quo
- Very good understanding of business, focus on results
- Excellent abilities to initiate, coordinate and interpret data analyzes (analytical abilities, market research, large data analysis)
- Excellent communication abilities
- Very good understanding of project management methods, processes and standards
- Proactivity in identifying and proposing opportunities to improve the activity, current processes and regulations
- Very organized, with management records of several projects simultaneously
- Good ability to meet deadlines and result-oriented

**Language Skills:**

- Slovak – fluent C2
- Excellent English – C1

**Salary offer:** from 2733,33 EUR/monthly gross

**For further information please contact:**

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