

## MARKETING MANAGER

As a Marketing Manager, you will be responsible for driving growth in Drot and our business cases. In alignment with the management teams, you will develop and execute on the overall growth strategy. You will ensure that the right growth priorities are taken week after week.

In extension to driving cross-team growth projects, we expect you to be hands-on - developing, testing and scaling up lead generation, customer acquisition & retention initiatives across all digital channels and markets. In short, you'll be a part of developing the growth strategy for Drot and our businesses and executing and developing the future of our marketing strategy.

### Your responsibilities

- Responsibility for driving growth across different cases
- Reaching our +100% revenue growth target in eCommerce
- Creating and implementing growth strategies across all digital marketing channels
- Developing and improving the lead and customer acquisition strategy including new acquisition channels and improvement of existing
- Securing maximum output of cooperating agencies where applicable

### About you

- You are analytical and have a metrics-driven approach to marketing
- You have a data-driven and number-savvy mindset
- You are a proven high performer with clear goal-setting strategies and achievements
- You have experience working with a wide variety of marketing tools
- You have substantial knowledge and interest of current digital marketing trends, strategies and techniques
- You have a min. 3 years of experience with marketing across multiple channels

### What you can expect

We offer a competitive salary and you will primarily be working from our office in the center of Copenhagen, where we are a team of 10 people (and counting). We are flexible on working from home but expect some days at the office.

The position is permanent and full time. We expect flexibility around working hours and workload. This is a high performance job role.

We expect you to start no later than the 1st of April 2021, preferably sooner.

If you see yourself in this position, please send your application to Alexander Thygesen at [at@drot.dk](mailto:at@drot.dk).