

## Marketing Manager

Number of Posts: 1

Contract Type: indefinite

### Job description:

Croftz is the fastest-growing RegTech firm in Europe and the UK building the most innovative compliance, risk and reporting platform and providing other KYC / due diligence solutions.

We are looking for marketing expert to help drive the organisation marketing demands across Europe, UK and middle east.

### Responsibilities:

- Marketing strategy development - collaborate with the team/business to define marketing objectives aligned with business goals.
- Campaign management - lead and execute marketing campaigns to engage with current and potential clients.
- Business development support - collaborate with the business teams to generate and manage leads and opportunities.

### Lead Generation:

- Design and implement targeted lead generation strategies leveraging digital channels and collaborative efforts with Croftz sales teams, and partners.
- Implement and manage marketing automation processes to nurture leads through the sales funnel.

### Digital Strategy Development:

- Formulate and execute a robust digital marketing strategy aligned with overall business objectives, with a specific emphasis on lead generation.
- Identify key trends and opportunities in the compliance and fraud prevention space to inform strategic decision-making.
- Digital marketing - support the plan and execution of digital marketing campaigns/activities to reach target audiences.

### SEO and SEM:

- Optimise website content for search engines to improve organic visibility and generate inbound leads.
- Manage and optimize paid search campaigns to maximize ROI and lead generation.
- Brand management - ensure consistent branding and messaging across all marketing channels.
- Client relationship marketing - develop and implement strategies to nurture existing client relationships.

- Content creation - develop industry-specific content and thought leadership pieces.
- Event management- organise and coordinate client events, conferences, and webinars.
- External supplier relationships - working closely with external creative agencies. to design marketing materials such as brochures and adverts.

#### Social Media Management:

- Develop and execute social media campaigns across our relevant platforms to enhance brand presence and drive lead engagement: primarily LinkedIn.
- Monitor industry conversations and engage with the community to build brand authority and generate leads.
- Internal comms - creating monthly updates and ongoing communications to the wider business.

#### Requirements:

##### Personal Requirements:

- ✓ Proven experience in B2B digital marketing with a focus on lead generation, preferably within the fintech industry.
- ✓ Strong understanding of digital marketing channels, including SEO, SEM, email, and social media.
- ✓ Experience in designing and executing successful lead generation strategies, collaborating with sales teams.
- ✓ Familiarity with marketing automation tools and CRM systems.
- ✓ Ability to leverage technology for marketing efficiency.
- ✓ Excellent analytical skills with the ability to interpret data and make informed decisions.
- ✓ Exceptional written and verbal communication skills.
- ✓ Creative mindset with the ability to think strategically and execute tactically

##### Experience Requirement:

- 3-4 years Protractor or Mocha or Chai or Jest or Puppeteer or Cypress
- 5 Years – JavaScript
- 3-5 Years - UI automation
- 3-5 Years Web driver I/O
- 3-5 years API testing

##### Qualifications Requirement:

Minimum Bachelor's degree in Marketing, MBA.

Additional Marketing related qualification

##### Other:

Application received from candidate based in Malta or EU/EEA would be preferred and who can join immediately or willing to relocate to Malta from EU/EEA without any work permit sponsorship

**Training provided:** On the job and periodic based on skill requirement

**Any assistance with accommodation/relocation:**

- Relocation support for candidates based in EU/EEA who do not require a work permit in Malta
- Work permit sponsorship for non-EU candidates currently based in Malta physically

**Salary:** Eur 50.000 per year

**How will the interviews be held:**

- Selected candidates will go through initial screening / interview
- Shortlisted candidates will go through a technical assessment and final interview followed by a final decision and offer.

**To apply:**

Please send Letter + CV in English by email to [eures.recruitment.jobsplus@gov.mt](mailto:eures.recruitment.jobsplus@gov.mt) copia a [pcpmixto.eures@sepe.es](mailto:pcpmixto.eures@sepe.es) quoting the name of the vacancy **Marketing Manager** and the vacancy reference **404878** in the covering email.

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Planes Específicos de Movilidad de EURES en los que participa España (Targeted Mobility Scheme -

TMS) <https://www.sepe.es/HomeSepe/Personas/encontrar-trabajo/empleo-europa/tu-primer-empleo-eures.html>

Para más información contacta con el/la Consejero/a EURES de tu provincia:

[https://www.sepe.es/contenidos/personas/encontrar\\_empleo/encontrar\\_empleo\\_europa/consejeros.html](https://www.sepe.es/contenidos/personas/encontrar_empleo/encontrar_empleo_europa/consejeros.html)