

Content Marketing Specialist

Since 2002, we are committed to designing and developing technology solutions for the travel and tourism industry. For over a decade, driven by passion, dcs plus has connected travel to technology, in direct response to the challenges and needs of the travel and tourism professionals.

We strongly believe that a company`s greatest asset are the people. People and their natural ability to transform. Things and themselves. Since the beginning of our journey, dcs plus has been constantly transforming: one product led to other, one version upgraded to another, each new market acquired triggered change.

This team makes sure that our products can support millions of bookings run through our platforms in more than 50+ markets.

WHAT YOU CAN BRING TO THE TEAM

1-3 years of marketing and communications experience;

A social media “super user”;

Ability to work effectively and creatively within a team environment as well as independently;

Building, developing and integrating your skills, abilities and knowledge to contribute to our overall marketing department activity which is dedicated and deeply involved in the markets all over the world;

Actively participating in ideas, goals and tasks for succeeding the team to completion of goals;

Work closely with relevant departments / colleagues to ensure efficient operation in terms of developing different tasks.

WHAT WILL YOU DO?

Elaborates, generates and ensures the realization of the communication, content and marketing plan;

Create and implement content strategy and content plan according to marketing objectives for various channels;

Responsible for company promotion, including the public websites and social media. Executing marketing campaigns such as SEO, paid search, social media, display advertising programs;

Create communication plan and materials for PR campaigns;

Manage Social Media presence and create Social Media campaigns;

Manage website presence and content, measure and optimize site conversion. Coordinates the creation and promotion of the company's website, as well as written communication campaigns (mass email, newsletters);

Design and manage web analytics, web performance and A/B split testing;

Permanently monitors the market and competition in order to update and / or modify the company's communication and marketing strategy and policies;

Manage global internal communication program.

WHAT`S IN IT FOR YOU?

A role inside a growing company activating in a changing and versatile industry that continues to gain notoriety and expand in new markets;

Opportunity for learning, development, and recognition in a young and family-like environment;

Continuous professional growth ensured by trainings & coaching programs & constant feedback sessions;

Certainty and stability of the team and of the working environment.

If we caught your eye, please reach out to us at hr@dcsplus.net