



JOB DESCRIPTION

Name of the position/work place: **Digital Marketing Expert**

Organization Department: **Marketing and Communications Department**

Reports to: **Head of Marketing and Communications**

The role primarily aligns with the sales, marketing and communications departments to ensure that they promote the business and communicate with clients and buyers most effectively in the digital environment.

Digital Marketing Expert is expected to have a working knowledge of the digital marketing processes, excellent communication and organization skills, and assist with general marketing activity.

Digital Marketing Expert is to support all marketing and communication activities and is directly involved with the ones related to the sales activities, marina operations, retail operations, and brand experience.

Job description:

- Plan, develop, implement and manage the overall digital marketing strategy and digital marketing budget.
- Manage, guide and track the performance of digital marketing internal and external team members.
- Plan effective promotional strategies across all platforms to develop, implement and manage marketing campaigns that promote the resort, the rental service, the marina and other products/services of Portonovi;
- Build and inbound digital marketing plan with a focus to meet and exceed set KPIs.
- Research competition, investigate benchmarks, anticipate sales-related trends and provide timely suggestions for improvement.
- Identify the effectiveness and impact of current digital marketing initiatives with tracking and analysis and optimize accordingly.
- Manage all online communication platforms with internal digital team and external associates including website, app and social media channels of Portonovi;
- Manage, track and measure performance of online content and social media accounts.
- Manage, track and measure performance of all SEO-related activities and SEM - related activities.
- Manage electronic direct mail plan and define calendar, content and audience segmentation, measure performance and show measurable improvement in terms of Open rate and CTR.
- Help maintain ownership and update main digital platforms of Portonovi as per requests: YouTube, Vimeo, Spotify.
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies and budgets.
- Responsible for managing all online communication platforms.
- Collaborate with external agencies; content creating teams and ensure all customer facing content is delivered in line with the Portonovi branding.
- Any additional ad hoc duties to support the wider marketing and sales team.
- Be a brand ambassador to Portonovi at all times, in and out of the resort and on personal social media accounts.
- Responsible to create, validate and deliver, in accurate and timely manner: monthly digital report, weekly digital report, monthly digital campaigns report and provide analytical conclusions.



PORTONIVI

MONTENEGRO

- Responsible for creating, validating and delivering monthly digital conversion and budget plan and provide analytical evaluation of performance and action-plan for improvement when needed.

Education: Bachelor's degree in marketing, Business, or a related field.

English knowledge is a must.

Work experience: At least 6 years' experience in similar jobs. Experience in luxury/high-end projects/markets is a plus.

Skills and competencies:

- Proficiency in digital marketing tools and platforms (Google Analytics, Google Ads, Meta Business/Ads Manager, SEO tools, etc.).
- Strong portfolio showcasing successful digital marketing campaigns.
- Excellent understanding of SEO, SEM, PPC, and social media marketing.
- Ability to work under tight deadlines and handle multiple projects simultaneously.
- Strong communication and interpersonal skills.
- English is essential. Montenegrin and Russian are preferred.
- An avid user of social media with an understanding of how-to best market on these platforms.
- Ability to adapt and be results-oriented in a complex organizational and cross-cultural environment.
- Demonstrated experience managing multiple internal and external stakeholders, agencies, and other third parties.
- Excellent attention to detail, organization, and planning skills.
- Excellent written and verbal communication skills in Montenegrin and English.

*The position is office-based, Herceg Novi, Montenegro.

*Portonovi Resort Management Company: owned by Azmont Investments, operates Portonovi Resort aiming to redefine standards set within Montenegro and across the Mediterranean. This luxury resort prides itself in becoming a globally recognized development set in a unique position at the entrance to Montenegro's beautiful Boka Bay.