



PORTONIVI

MONTENEGRO

JOB DESCRIPTION

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

Organization Department: **Marketing and Communications Department**

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

Portonovi seeks a skilled and results-driven Digital Marketing Specialist to manage and optimize our online marketing campaigns, specifically focusing on Meta (Facebook and Instagram) and Google Ads. This role involves executing day-to-day digital marketing activities and contributing to the long-term digital strategy for the company. The Digital Marketing Specialist will play a crucial role in building a positive brand reputation for Portonovi and supporting sales for the Residential, Resort, and Marina business units. Demonstrating the ROI of integrated digital marketing campaigns is essential to the success of this role.

Key Responsibilities:

- Plan, execute, and optimize paid advertising campaigns across Meta (Facebook and Instagram) and Google Ads platforms.
- Develop and manage a comprehensive strategy for both platforms to drive traffic, engagement, and conversions.
- Develop monthly plan and content for social media (Facebook, Instagram, LinkedIn, X, etc.)
- Monitor campaign performance, analyze data, and provide insights and recommendations for continuous improvement.
- Manage budgets and allocate spending across campaigns to maximize ROI.
- Ensure all digital marketing activities align with Portonovi's brand guidelines and maintain a consistent brand image across all online platforms.
- Establish KPIs for each campaign and regularly track and report on performance metrics.
- Use analytics tools to measure the effectiveness of campaigns and generate actionable insights.
- Collaborate with the marketing team to create engaging and on-brand digital content, including ad creatives, landing pages, and social media posts.
- Ensure all content is optimized for performance and aligned with the overall marketing strategy.
- Optimize website content and structure for search engines to improve organic search rankings.
- Conduct keyword research and implement SEO best practices to enhance visibility and drive organic traffic.
- Develop and implement social media initiatives to engage residents, visitors, and the local community through digital marketing channels.
- Use social media platforms to foster a sense of community and encourage user-generated content.

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

Experience: Minimum of 6 years of professional experience in digital marketing, with a focus on managing Meta and Google Ads campaigns. Experience in luxury/high-end projects/markets is a plus.

Skills and Competencies:



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- Proficiency in digital marketing tools and platforms (Google Analytics, Google Ads, Facebook Ads Manager, SEO tools, etc.).
- Strong portfolio showcasing successful digital marketing campaigns.
- Excellent understanding of SEO, SEM, PPC, and social media marketing.
- Ability to plan social media content through Hootsuite or similar platforms.
- 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.
- Excellent attention to detail, organization, and planning skills.
- Excellent written and verbal communication skills in English and/or Montenegrin/Russian.

*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.