

• CODIPRO HIRES •

Web marketer

CODIPRO
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CODIPRO is a dynamic, fast-growing company specialising in the lifting sector. We value innovation, team spirit and professional development. Join us to become part of a passionate team and contribute to our continued success.



Tasks:

Reporting to the Marketing Manager, you will be responsible for the following tasks:

- Online advertising campaign management: create, manage and optimise advertising campaigns on platforms such as Google Ads, Facebook Ads, etc.
- SEO (Search Engine Optimisation) : improving the ranking of websites in search results using SEO techniques.
- Data analysis : using analysis tools to monitor and evaluate the performance of marketing campaigns and web traffic.
- Copywriting: creation/update of commercial and technical documentation + creation of web catalogues.
- Email marketing: designing and sending email campaigns, and analysing their effectiveness.
- Customer Relationship Management (CRM): using CRM tools to track and manage customer interactions.
- Web portal management: administering and updating web portals, ensuring their smooth operation and security, and optimising the user experience.
- Competitive intelligence: monitoring competitors' activities and market trends to adjust marketing strategies.

We offer :

- A stimulating and caring work environment
- Opportunities for training and professional development
- The opportunity to contribute to a wide range of innovative projects

Qualifications:

- Marketing degree or equivalent experience
- Familiarity with new technologies
- Fluency in French and English; any other language would be considered an asset
- Good command of IT tools (Office Suite)
- Good analytical and summarising skills
- Team spirit and good communication skills

Type of contract:

Open-ended contract