



Digital marketing & brand manager

Airfox, a fast-growing Boston-based fintech startup with offices near South Station, is looking for a creative, organized content and brand marketing manager to join the team. Founded by ex-Googlers, Airfox's mission is to make access to financial services more affordable and accessible for those not served well by traditional banks in emerging markets, starting with Brazil. We're looking for someone who can help develop the company's brand and implement the corporate communications strategy across multiple channels.

Responsibilities

- Help drive brand awareness and company strategy by working collaboratively to develop a comprehensive digital marketing program and editorial calendar
- Plan and execute social media, email, web, SEO/SEM, marketing database, and/or display advertising campaigns
- Assist in managing, building, and updating the company's websites
- Coordinate and create content for company blog, social media, email, and websites
- Build and manage dynamic, data-driven email campaigns using Mailchimp, HTML, and/or CSS according to content calendar
- Develop, manage and optimize day-to-day tactical on and off-page SEO, pay per click (PPC) search engine marketing keywords, ads, and bid management
- Design, build and maintain our social media presence
- Manage day-to-day activities related to social media. This includes monitoring, tagging and analysis of social media conversations across various platforms, maintenance of our brands' social media sites and reputation management
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Utilize strong analytical ability to evaluate experience across multiple channels and touchpoints
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

Requirements

- 3-5 years of demonstrated success in digital marketing and managing content and social media calendar
- Experience with Google Analytics, Adwords, and other digital advertising platforms

- Understanding of using SEO/SEM to define content strategies
- Ability to be creative and engaging in written communication
- Results-driven with exceptional attention-to-detail and knowledge around metrics, specifically A/B testing
- Experience working with a marketing automation tool
- A detail-oriented, self-starter with ability to thrive under pressure in a fast paced environment
- Working knowledge of HTML, CSS, responsive design, and best practices
- Competency in graphic design with ability to create compelling and effective designs
- Exceptional written communication skills and with experience in writing compelling messages (copywriting)
- Video editing skills, a plus
- Interest in emerging markets, financial inclusion, and/or blockchain
- Portuguese, a plus