



## Digital Specialist

Location: Impact Hub Universitate, Bucharest

Area: Marcomm

Contract type: Full-Time

Seniority: 3 – 5 years of professional experience

### POSITION SUMMARY

We are looking for an all-star Digital Specialist to work in the Marcom department, in an autonomous, results and impact-oriented team. You'll be the guardian of Impact Hub's digital communication assets and channels, complementing and enhancing our overall communication efforts to drive positive impact for society and businesses alike.

### IMPACT HUB BUCHAREST

Impact Hub is an ecosystem that inspires and supports people to create social impact in the world through entrepreneurship. Our 10 years' experience in the local market incorporates co-working spaces and a series of acceleration and scaling programs. We are part of a global community of 16000+ impact makers spread over more than 100 locations worldwide. Just Google it ;)

### Profile highlights:

- Strong Online Marketing skills (planning & execution of online paid campaigns)
- Tracking and analytics skills – excellent knowledge of working with Google Analytics, Google ads, Meta Business Suite, LinkedIn Campaign Manager, pixel tracking and conversion tracking implementation
- Good knowledge of trends in digital marketing both on local audiences & globally
- Professional attitude and commitment to quality work – not lazy, not sloppy
- Hands-on approach to problem-solving and able to see new, creative ways to drive results while having fun
- Good Project management skills
- Fluency in written and spoken English, expecting you to be a wizard in Romanian also, obviously
- Interested in the entrepreneurial and business ecosystem
- You take your work seriously, you are autonomous and able to work efficiently in a team

## **Your responsibilities include:**

### Online presence:

- Work with multiple websites for Impact Hub projects: update content, create new landing pages, create lead generation forms etc; you'll need good knowledge of working with WordPress theme websites
- Plan and execute online paid campaigns for different projects or events: reach, traffic & conversion campaigns.
- Setup and manage live streaming tools and processes for online events. Ideally, you have worked with live streaming tools for online events (Zoom, Streamyard etc)
- Work closely with external collaborators for different services: SEO, SEM, hosting, web dev, web design etc;

### Tracking:

- Setup online goals, track and monitor results, optimize, and report.
- Work with different tracking tools and think of new ways to better monitor online results.
- Setup new GA4 tracking goals.

### Project management:

- You'll be in charge of your own planning and execution for digital projects and responsible for delivering results, on budget, on time.
- You will work with Project Managers, Social Media Managers and Content Managers and other external collaborators; therefore, you need to have a collaborative approach and an autonomous drive to keep projects on the run.

### Reporting:

- You will be reporting to the Communication Coordinators in charge of each business line (spaces and programs divisions)

## **The experience we are looking for**

- At least 3 years of experience in digital or performance agencies, digital performance departments, data analyses departments or equivalents.
- Experience working with Microsoft Office tools.
- Optional: Experience in live streaming events

## **What we offer**

- Working in the most inspiring space dedicated to entrepreneurs and diverse community of skilled professionals.

Impact Hub Bucharest | <https://www.impacthub.ro/>

- Being part of a community of impact entrepreneurs; being part of a fast-growing local business and global network.
- A lot of responsibility and autonomy: we want you to leave your mark.
- Working with a diverse, highly skilled team.
- Several formal and informal opportunities for training and development.

**To apply:**

We will be conducting interviews as soon as we receive applications so applying fast will matter.

**How to apply?**

Send us a CV and a concise motivation letter at [jobs@impacthub.ro](mailto:jobs@impacthub.ro) with the subject "Digital Specialist Application".