

The logo for Giroxx GmbH, featuring the word "giroxx" in a white, lowercase, sans-serif font on an orange square background.

Giroxx GmbH

Member of the INTL FCStone Group

Digital Marketing Manager– (m/f/d)

Frankfurt am Main

Permanent employment



INTL FCStone Ltd (“IFL”) is a wholly owned subsidiary of INTL FCStone Inc., a publicly traded company on NASDAQ (INTL). INTL FCStone, including its subsidiaries, provides clients across the globe with a comprehensive array of customised financial services and tools to help them protect their margins and manage volatility. A pioneer in specialised financial services, we open markets for clients underserved by other financial institutions with insight, guidance and transparency.

IFL’s customers include the producers, processors and end users of virtually every major traded commodity; commercial counter-parties; governmental, non-governmental and charitable organizations; institutional investors; brokers; professional traders; commercial banks; and major Investment banks.

IFL is an FCA authorised and regulated firm to provide trade execution, clearing and advisory services focusing primarily on the commodities and foreign exchange sectors. IFL is also registered as a payment services firm in support of its niche Global Payments business.

Job purpose

As a member of the Marketing Department and a cross functional Customer Experience team that defines and delivers new features and functionality to enhance our internal and external customer’s digital journey. You are passionate about enhancing the end user experience and supporting the company’s overall digital strategy by understanding and translating the business needs into integrated technical solutions. You will work with business units to create and execute campaigns, programs and journeys for lead generation and lead nurturing.

Primary Accountabilities/Responsibilities:

- Develop and implement campaign-driven and long-term strategies and content for effective use of social media platforms, especially LinkedIn, Twitter, Facebook, Xing and YouTube
- Create, curate and manage published content (images, video, text) on company's branded social media platforms
- Coordinate with the cross-functional, extended digital marketing team and the Social Media Manager to ensure integration of social marketing activities with other strategies
- Maintain the social media content calendar, ensuring timely, relevant posts
- Use social media management tools such as HootSuite and native social media publishing platforms
- Monitor social media conversations across multiple platforms
- Liaison with brokers/traders to develop new social media programs
- Monitor, measure and report on social media analytics
- Develop strategies and execute Google Ad Words, retargeting campaigns and other SEM programs
- Incorporate SEO best practices across social platforms
- Monitor, measure and report on SEM programs
- Stay up to date with social media best practices, trends and technologies
- Assists in the assessment and creation of content through our public websites and blogs
- Assists in maintaining the content and ensuring it is in alignment with standards and best practices as defined through the EpiServer platform and/or Digital Marketing corporate guidelines
- Responsible for testing and ensuring content is being delivered appropriately
- Assist in demonstrating developed solutions to business partners and stakeholders
- Utilize Salesforce campaign data management to create, update and manage Salesforce campaigns and members.
- Integrate campaigns with CRM
- Create and interpret marketing campaign reports and metrics.
- Collaborates with business units on emails and landing pages that meets business objectives, speaks to the appropriate audiences and meets corporate guidelines.

- Writes copy and design emails/landing pages

Desired Requirements

- Bachelor's degree in Marketing, Communications, Business Administration, Information Science / Information Technology, or a related field
- 3+ years in Marketing with specific experience in Digital Marketing, Social Media Management and/or Marketing automation
- Excellent knowledge of social media marketing best practices and KPIs
- Experience creating and executing social media campaigns
- Experience creating and executing PPC/SEM and SEO campaigns
- Must be highly detailed and pay special attention to delivering error-free work.
- Ability to create and distribute email campaigns and landing pages is required.
- Pardot, Marketo, Oracle or other marketing automation platform experience is required.
- Salesforce Sales, Service or Community Cloud experience is preferred.
- AMPscript programming experience is a plus.
- Working knowledge of Adobe's Creative Suite software
- Graphic design, website design or copywriting skills are preferred.
- Outstanding multitasking, time-management and communications skills
- Strong analytical skills with the ability to work with business clients on a granular level
- Demonstrated ability to collaborate and foster a team-oriented, results driven culture
- Prior content management through an enterprise CMS is required. EpiServer or Sitecore experience preferred.

Physical requirements / Working conditions:

- Travel as required
- This role may require evening and weekend hours
- Climate controlled office environment
- Dynamic, time-sensitive environment

Kontakt

Interest? Send your application documents to Klaus Hoffmann:

jobs@giroxx.de www.giroxx.de 069 – 7167501-20

Location

Giroxx GmbH

Solmsstraße 41, 60486 Frankfurt am Main, Germany