



Digital Marketing Manager

Why YOU should join Traveler Buddy?

We at TravelerBuddy, believe in life-long learning and growth. We are passionate about travel, tech and marketing. We are motivated to outperform and is constantly seeking new opportunities and ideas. It's an open space where creative ideas flow freely. You will be part of team of dreamers and doers with unlimited, direct access to the executives and founders. Work must be fun and we want to take enough time for your loved ones and learning too.

You will work both in a multi-cultural, international team and as well as independently, by using best-in-class platforms. At TravelerBuddy, we believe in flexible working time – what counts for us most is that the work is done in the best quality and on time. We are convinced that you know best how to organize your working day. Like is, if you believe in lifetime learning, then you are the right place. We coach you on the job and give you access to leading digital learning solutions.

So, who is Traveler Buddy, the tech company who aspires to become the leading digital travel assistant? Traveler Buddy is an innovative, client-centric travel-tech company with roots in Switzerland and Singapore. For four years, we have been growing our team in Southeast Asia.

Using the latest technology allows us to combine humans with artificial intelligence. Developed by travel enthusiasts, Traveler Buddy has been attracting users in over 150 countries.

We not only do we create convenience with travel, but we also enable hassle- and paper-free travels. TravelerBuddy - the one-stop app for modern business and frequent leisure traveler.

If you aspire to shape the travel tech industry, then we should have a chat soon.

Are YOU our next Digital Marketing Manager?

TravelerBuddy is looking for a Digital Marketing Manager to independently lead our marketing, communication and social media. The role is ideal for someone who is experienced in the world of digital marketing, loves travel and tech. You will analyze, develop, and implement digital marketing strategies. The role requires experience various aspects of digital marketing, including Search Engine Marketing (SEM), SEO, ASO and Web and App Analytics. Ideally you should be proficient in these tools and be able to run digital marketing campaigns from conceptualization to execution, in time, and on budget.

If you have a strong appreciation for digital marketing, digital media, content writing, design and like to work closely and collaborate in cross-functional teams, this may be the ideal role for you. You will have the unique opportunity to work most of the time from home or if you wish to at any place in the world, from beach, to jungle, to concrete jungle to mountains.

Traveler Buddy Group Private Limited

10 Anson Road #12-14 International Plaza, Singapore 079903, Singapore
+65 8155 99 88, www.travelerbuddy.com

Company No: 201436821D



Digital Marketing Manager Requirements

- Communicate effectively in English - both written and verbal form.
- Highly creative in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Solid knowledge of
 - Web analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends etc)
 - Mobile app analytics tools (e.g. Firebase, Appsflifier, Google Play Analytics, Apple App Analytics)
 - Keyword Analytics Tools
 - Ad tools (e.g., Google Ads, Apple Search Ads)
 - Email tools (e.g., Mailchimp, Mailgun)
 - Social media platforms and tools (Facebook, LinkedIn, Instagram, Twitter, Hootsuite)
 - CPA/I/C tools
- Working knowledge of Ad serving tools (e.g. DART, Atlas)
- Familiarity with managing websites with WordPress
- Familiar with Graphic Design tools, such as Adobe Photoshop, Illustrator & InDesign, Sketch and Invision
- Working knowledge of HTML/CSS/SASS/JavaScript development and constraints
- Experience in setting up and optimising
 - Keyword (App/Playstore and Web)
 - Ad words campaigns
 - CPA/CPI/CPC campaigns
 - Optimising landing pages and user funnels
 - with A/B and multivariate experiments
- Proficient in interpreting and extracting meaningful insight from data
- Ability to follow technical specifications and production processes
- Excellent time management, problem solving, teamwork, management, leadership, and communication skills

Traveler Buddy Group Private Limited

10 Anson Road #12-14 International Plaza, Singapore 079903, Singapore
+65 8155 99 88, www.travelerbuddy.com

Company No: 201436821D



Responsibilities

- Develop digital marketing campaigns and content strategies to be deployed across our social media channels, bought/paid media and email marketing
- Analyse reports and trends to create insights that will help drive digital marketing content strategies
- Implement SEO / ASO best practices and write meta content to support our social media channel and app store presence
- Use digital marketing tools to help generate leads and increase reach
- Design & develop marketing collaterals for our app/play store, social media channels and websites
- Engage with digital marketing agencies, coordinate and monitor activities
- Engage with media, journalists, bloggers and influencers to increase brand awareness and generate leads
- Write, edit, design and publish marketing content through email marketing, websites and social media channels
- Write, edit and design all kind of client communication
- Plan, implement and monitor CPA, CPI, CPC and Keyword campaigns
- Design, build, and maintain company's digital presence (website, blog, social media)
- Design, build, and maintain data marketing platform (permission basis)
- Collaborate with internal teams to create, edit, optimize marketing communication

Basic qualifications

- Master / Bachelor degree with focus on digital marketing
- More than 3 years' experience with digital marketing in a digital agency environment or digital marketing unit for an app

Contractual Period Start after shared agreement; timely unlimited
Contract can be ended from both parties within 1 month

Contact Juerg Kaufmann, CEO, juerg@travelerbuddy.com