



# Digital Marketing Executive

## Who we are?

ISX Financial EU Plc is an authorized Electronic Money Institution licensed by the Central Bank of Cyprus. We offer a range of financial services, including payments, issuance of electronic money, IBAN addressable stored value accounts, and KYC identity verification services to eCommerce merchants, regulated sector businesses, and consumers.

At ISX Financial EU Plc, we take pride in operating a sophisticated and patented anti-money laundering and anti-fraud system that provides real-time transactional security to our business and retail customers. Our platform detects AML issues currently in focus by regulators, ensuring compliance and security.

As part of the ISX Financial Group of companies, we deliver technology and financial services to our customers through our in-house developed platforms. With over 150 staff spread across our global offices in Australia, Cyprus, Lithuania, the United Kingdom, Netherlands, USA, Israel, and Malta, we maintain a strong presence worldwide.

## The Role:

We are seeking a highly skilled and experienced Digital Marketing Executive to join our dynamic team. The ideal candidate will have a strong background in digital marketing, with proven expertise in leveraging online platforms to enhance brand visibility and engage with target audiences. This role requires a strategic thinker who can build and manage comprehensive digital marketing campaigns, with a focus on social media marketing, Google Ad campaigns, and SEO/SEM strategies.

## Key Responsibilities:

- Develop and implement comprehensive digital marketing strategies to build our brand's online presence.
- Manage and oversee various digital marketing channels, including social media platforms, company website, and email marketing campaigns.
- Plan and execute all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- Design, build, and maintain our social media presence across all digital channels.
- 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.
- Collaborate with internal teams to create landing pages and optimize user experience.

ISX Financial EU PLC #HE348009

t : +357 22 015 740

a : Makrasykas 1, Strovolos 2034, Nicosia, Cyprus

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- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints.
- Instrument conversion points and optimize user funnels.
- Collaborate with agencies and other vendor partners.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

### Skills and Requirements:

- Bachelor's degree in Marketing or related field.
- Proven working experience in digital marketing, particularly within the industry, with at least 5 years of experience in a digital marketing management role.
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Experience in optimizing landing pages and user funnels.
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends).
- Working knowledge of ad serving tools.
- Experience in setting up and optimizing Google Adwords campaigns.
- Strong analytical skills and data-driven thinking.
- Up-to-date with the latest trends and best practices in online marketing and measurement.

### Benefits:

- Private health insurance plan fully sponsored by the company from day one
- 21 days of Annual Leave (reaching up to 30 days per year based on years' service)
- Birthday leave
- Happy hour every Friday
- Benefits card with exclusive discounts to shops, restaurants, private school etc
- Sports Benefit participation scheme ( Platinum Package)
- Employee Referral bonus
- Internal cafeteria with barista, unlimited snacks, fruits, drinks
- Performance Bonus
- Gaming Corner

### How to Apply:

Apply to [careers@isxfinancial.com](mailto:careers@isxfinancial.com) with a full copy of your CV, quoting "Digital Marketing Executive".

### Right to Work:

You must have the right to legally reside and work in the Republic of Cyprus or be an EU citizen. Employment is subject to a National Police check.

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The above role is open to individuals only to apply, and ISX does not accept unsolicited offers of candidates from Employment Agencies or Referrers, and any such will be rejected. In the case of Employment Agencies or Referrers with whom we have agreed terms, please contact ISX HR department in the first instance to determine our specific requirements under the UK "The Conduct of Employment Agencies and Employment Businesses Regulations 2003". Where we have not agreed terms, do not under any circumstances send or refer a candidate until such time (as any) that terms are agreed

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