

Title: Marketing Manager

FXCC is a leading financial services company regulated by CySEC (Cyprus Securities and Exchange Commission based in Limassol, announces its new opening for the Marketing Department. We are seeking a Marketing Manager who highly creative, self-motivated, visionary. The successful candidate will breathe and live the brand of our firm. The overall aim is that the efforts and strategy are understood throughout our firm, thus creating a culture that our customers can be confident they will see and receive, no matter who they do business with in our firm. You will be responsible for creating meaningful messages through words, ideas, images and names that deliver upon the promises, benefits our organisation wishes to make with its customers. Furthermore you will be responsible for ensuring that message and images are delivered consistently, by every member of our firm.

Main Responsibilities

The responsibilities and tasks of the Marketing Manager, including (but not limited to):

- Managing, planning, implementing and overseeing new product launches along with all the promotional/online/print/marketing campaigns and materials
- Monitoring and reporting on effectiveness of marketing communication/campaigns
- Creation and distribution of Press Release's when required by the business
- Analysing potential strategic partner relationships for company marketing
- Create PPC/CPI deals with various online forex / investment related directories
- Coordinate video, webinar and seminar production if required by the company. Write seminar and video scripts.
- Develop internal focus surveys to understand company strengths and weaknesses within the market
- Perform customer satisfaction surveys and compile result reports and analysis
- Creation of yearly localized marketing project plan/budget allocation - Involved research and analysing the following markets: Asia/UAE/Europe/Africa - understanding the types of markets and client types in order to create separate marketing strategies for each area online and offline.
- Writing/rewriting SEO friendly content.
- Conduct market research to analyse competitors; determine brand perceptions; evaluate market penetration; understand customer needs, evaluate competitor strengths.
- Keyword research and development - Google Trends, Google Insights, Google AdWords, Various Search Engines for each country
- Competitor promotional research - analysis and suggest possible opportunities for FXCC to exploit based on the effectiveness of various promotions and competitions.
- Responsible for coordination of web content/content writing as an ongoing responsibility
- Maintain social networks spaces - Facebook, Twitter, LinkedIn, and Google+. Manage social marketing campaigns and dealing with all website aspects, looking for new innovative ways to display content.
- Analyse marketing and business metrics and provide ROI analysis of all marketing campaigns and sales activities along with providing user demographics, behaviour data and analysis for market segmentation and product evaluation

FX Central Clearing (FXCC)
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- Optimize all aspects of FXCC's affiliate program through established and new networks including managing affiliate relations, communication and recruitment

Qualifications

- Minimum two years' experience as a Marketing Manager within the Forex Industry
- Knowledge of principles and methods for showing, promoting, and selling products or services; this includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems
- Communicating with people outside the Company, representing the Company to customers, the public, government, and other external sources
- Knowledgeable about success criteria and mechanisms of Social Media campaigns.
- Enthusiastic and passionate about Marketing and expert level understanding of Customer Needs & Wants.
- Self-motivated team player with strong communication skills and the ability to prioritize organize and manage multiple projects simultaneously.
- Fluent in English.

Package Offered by FXCC

- Competitive monthly salary commensurate with experience;
- 13th salary
- 21 days annual leave
- Full health insurance;
- Unique opportunity for career and self-development
- Bonuses and rewards for exceptional achievements

Excellent working environment and unique opportunity for self and career development

All CV's are strictly confidential and must be sent to hr@fxcc.com.

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