



LOOKING FOR MORE THAN A JOB?
JOIN US!



ONLINE MARKETING SENIOR OFFICER (M/F)

Advanzia Bank is a European digital bank specialising in credit cards and card payment solutions for consumers, business partners and financial institutions. Advanzia was founded in 2005 in Luxembourg. With over 1.7 million active credit card customers, we are a leading online credit card issuer in Germany and have a strong presence in Luxembourg, Austria, France and Spain. As a result of our continuous growth, we offer many job opportunities for dynamic, skilled and open-minded team players!

ABOUT THE JOB | What will you do?

The Online Marketing Senior Officer is part of the Private Customers Sales (B2C) team within the Marketing & Sales Department. You will be responsible for the following activities:

- Manage the strategic development of existing partnerships
- Plan, coordinate and execute performance oriented online and offline advertising and manage existing and future performance oriented marketing campaigns in order to increase sales
- Control and monitor different online and offline promotional activities
- Support department head in preparing budgets, monitoring expenses and in overseeing the department's operations
- Monitor and coordinate technical processes with regards to sales activities
- Proactively support the goals set in the sales plan
- Monitor, report and analyse results to improve performance, using internal and external tools (e.g. Google analytics or others)
- Conduct market research to identify opportunities for promotion and growth
- Contribute to the ongoing development and optimisation of data analyses
- Collaborate with agencies and other business partners
- Address customer and partner queries effectively and in a timely manner
- Keep up-to-date with the latest trends and best practices in digital marketing and measurement

WORKING FOR ADVANZIA

THE UNCONVENTIONAL BANK

ABOUT YOU | What's your background?

- University degree in Marketing or an equivalent degree; relevant work experience in digital marketing
- Knowledge of (online/offline) marketing principles and online sales
- Understanding of the online marketing ecosystem
- Proficiency in PPC management (paid social, Google AdWords, Bing) and web tracking technologies (cookies, conversion tags, etc.)
- Experience in web analytics (Google Analytics or similar)
- Ability to work effectively with external partners
- Good working knowledge of major social media channels for business (explicitly Facebook, Instagram and Twitter) and experience in running paid advertising campaigns on these platforms
- Strong analytical skills, with the ability to interpret and present information, news and data quickly, and distil the most relevant information for strategic development

WHAT WE EXPECT | What are your skills?

- Strong communication and interpersonal skills
- Proven negotiation, problem-solving, organisation and project management skills
- Excellent time management skills and a structured approach with the ability to set priorities in a fast changing and demanding environment
- Very dynamic and results-oriented personality
- Teamwork skills and the ability to communicate, lead and motivate all involved stakeholders
- A precise and accurate working style with an eye for detail
- Fluency in German and English is mandatory; other languages e.g. Italian/Spanish are advantageous

WHAT WE OFFER | What advantages will you have?

- Attractive benefits as part of the banking collective agreement
- Wide range of additional benefits, e.g. Sympass, luncheon vouchers, transportation allowance, etc.
- On-the-job training
- Dynamic and international work environment
- Participation in various CSR initiatives

Located in bright and modern offices in Munsbach at 15 minutes from Luxembourg City, Advanzia currently employs around 200 staff from all over the world. We offer a pleasant and collaborative working atmosphere in a truly multicultural environment, and we are always looking for talented and enthusiastic people to join our team.

Looking for a new professional challenge in a fast-growing company?

Apply today and send your CV and motivational letter in English to jobs@advanzia.com

