



With over 35 clubs operated all over the country, World Class Romania is recognized as leader in the wellness industry for the quality of the provided services and for the attention given to each client. For more information regarding our locations, please visit <http://www.worldclass.ro>.

World Class is recruiting for its Headquarter!

Marketing Manager

We are searching for a highly-efficient, creative and performance oriented Marketing Manager to lead our marketing team. In this position, you will be responsible for all aspects of our marketing operations. Your central goal is to help grow our brand's influence locally, in social media and digital platforms while also increasing brand loyalty and awareness.

Your duties will include budgeting, planning, implementing, deliver on company objectives and monitoring our marketing strategies, communication strategies our performance marketing, digital marketing campaigns across all digital platforms and networks. Our ideal candidate is someone with experience in marketing, art direction, and social media management. In addition to being an outstanding communicator, you will also demonstrate excellent interpersonal and analytical skills.

Our mission:

To inspire more Romanians to be more active more often and live a healthy lifestyle.

Reporting to:

CEO

Responsibilities:

Responsible for the Marketing budget, marketing plan, event plan and all marketing and communication strategies.

Work proactively to reach company overall objectives as being part of the Management Team.

Develop, managing and generate results for marketing and campaign budgets.

Plan and manage our social media platforms.

Prepare accurate reports on our marketing campaign's overall performance.

Coordinate with agencies, collaborators, advertising and media experts to improve marketing results.

Identify the latest trends and technologies affecting our industry.

Evaluate important metrics that affect our website traffic, service quotas, and target audience.

Work with, develop and grow your team to perform the Company objectives.

Proactively work to improve internal communication and involve cross-engagement from departments

Oversee and manage all contests, giveaways, and other digital projects.

Keep deadlines and be on time with campaigns, projects and marketing initiatives.



Identifying, analyzing new target audiences and creating plans how to efficiently turn them in to members.
Content marketing, responsible for planning, budgeting and ongoing implementation,
Google analytics reporting, responsible to proactively analyze, improve and present to Management team.
Project management, being responsible to keep deadlines for project and business develop and coordinate together with internal resources.
Being efficient in measure and monitor all marketing initiatives.
Supporting sales and lead generation initiatives, both locally per club and overall.
Creating strong collaborations with suppliers and promoting our Company brand through our stakeholders.
Successfully promote and market new club openings, both prior and post opening activities.
Organizing company conferences, trade shows, and major events.
Building brand awareness and positioning.
Evaluating and maintaining a marketing strategy.
Directing, planning and coordinating marketing efforts
Communicating and educate the marketing plan, marketing strategy, objectives, communication strategy internally.
Developing each marketing campaign from start to finish.
Researching demand for the organization's products and services.
Being actively updated on our Industry, trends, evaluating competitors.
Oversee and manage all contests, giveaways, and other digital projects.

Requirements:

Bachelor degree or master degree in marketing, business administration or relevant field.
Experienced in working with agencies.
Experience from Project management.
Experience with keeping budgets, creating a marketing campaign, marketing strategy, and marketing plan.
In-depth knowledge of various social media platforms, best practices, and website analytics.
Up-to-date on the latest trends in google analytics and new trends and technologies in digital marketing.
Experience with online marketing, including social media, and content marketing and educational marketing.
Outstanding communication and interpersonal skills.
Strong in public relations.
Advanced communication skills.
Ability to quickly adapt to change

Objectives:

Reach Company overall financial targets
Keep marketing budget, improve marketing kpi's
Leadership, development of marketing organization, team and individuals

WorldClass
#BEHEALTHY



**TU EȘTI
ENERGIE**

#BeHealthyWithMe



**TU EȘTI
ATITUDINE**

#BeHealthyWithMe



**TU EȘTI
VOINȚĂ**

#BeHealthyWithMe

www.worldclass.ro

Benefits:

Competitive salary above the average in the market;
Meal Vouchers
Free access to the World Class network;
Discounts at World Class partners;
Continuous Training & Development;
Career advancement opportunities;
International work environment.

Do you want to be part of the World Class Team? Are you a responsible person, sociable and also enthusiastic? Excellent! Please send us a CV with picture until 15th August at recutare@worldclass.ro.

Please specify in the title of the e-mail the job name that you are applying for.

Incomplete applications or that do not fit our selection criteria will not be taken into consideration.

See you at World Class!