

Portonovi Resort Management Company: owned by Azmont Investments, operates Portonovi Resort aiming to redefine standards set within Montenegro and across the Mediterranean. This luxury resort prides itself in becoming a globally recognized development set in a unique position at the entrance to Montenegro's beautiful Boka Bay. Portonovi offers an array of luxury residences set in a tranquil waterfront location.

Our mission at Portonovi is to treat all its associates, guests and colleagues with respect and through collective hard work we continue to create a friendly working environment and to be known for delivering exceptional service throughout Portonovi.

Digital Marketing Manager-Real Estate Development (Mixed-Use) Portonovi, Montenegro

Portonovi is seeking an innovative, results oriented and commercially minded Digital Marketing Manager who will deliver all digital marketing activity across the development.

This opportunity has arisen due to a need to place greater focus on digital marketing capability and provide additional support to the marketing team and DoSM. You will have freedom to evaluate current digital marketing strategies and recommend / implement changes to enhance performance and drive lead generation.

This role will create opportunities for a data-driven and customer focused individual to grow within the team and further develop their skills in both digital and traditional marketing. This is a vital and exciting role, and the ideal candidate should be able to thrive under pressure whilst having the passion and expertise for maximising value from digital platforms.

This opportunity requires someone with a minimum of five years' industry knowledge in the residential development sector; experience working internationally and in emerging markets is a significant advantage.

You will have the ability to identify opportunities to deliver goals and objectives and integrated digital marketing campaigns.

Key Responsibilities:

- Develop digital media strategy with focus on the sales funnel.
- Responsible for day-to-day digital content briefing and coordination with media agency
- Manage all online communication platforms (excluding organic social media)
- Gather customer and market insights to inform outreach strategies, increase customer conversions and generate more qualified leads
- Identify effectiveness and impact of current marketing initiatives with tracking and analysis and optimize accordingly
- Meet and exceed set KPIs across lead generation, monitoring lead conversion and enquiry management
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies and budgets
- Collaborate with external agencies re; content and ensure all customer facing content is delivered in line with the Portonovi branding
- Maintain the websites social content calendar in collaboration with all business units: Sales, Resort and Marina (events, special offers etc)
- Any additional ad hoc duties to support the wider marketing and sales team

Key Skills and experience required:

- Degree educated or equivalent
- Five years' minimum in digital marketing, with the skills to be analytical and report back on the ROI
- Strong analytical skills and the ability to interpret data from different audiences across a multitude of different devices
- Experience working in international residential developments and/or branded residences, hospitality background an advantage
- Experience in identifying target audiences and customer journeys to support digital campaigns that engage and convert
- Experience in creating high performing EDM campaigns
- Manage website content using working knowledge of Umbraco
- Be digitally savvy and understand what type of content is needed for each channel and how it comes together
- High standards of literacy and numeracy
- A high level of organisational skills with a meticulous eye for details

This is a fantastic position to really help build the international team at Portonovi. The position is located in Montenegro with a competitive package/relocation offering.

If you believe you have the experience and skills required for this position and are looking for a role that will challenge you in a growing market, then please do not hesitate in applying.

All applications will be dealt with in strict confidence, if you are interested please get in touch by emailing your CV to career@portonovi.com

Application deadline 31.07.2021.