



CITIZEN LANE
CITIZENSHIP & RESIDENCE BY INVESTMENT

For our office in Gzira

we're looking for a

Marketing Manager ***(full-time)***

Citizen Lane is a client-focused consulting firm advising international entrepreneurs expanding their businesses to new European markets in Germany, Austria, Switzerland, Slovenia and Malta. Moreover, Citizen Lane consults individuals applying for Citizenship-by-Investment or Residence-by-Investment programs in Turkey, Malta, Grenada, St. Kitts & Nevis, Antigua & Barbuda as well as in selected other jurisdictions.

Your job at Citizen Lane:

In cooperation with the company's management, you'll assist with the creation of strategies to build a lasting offline and digital connection with our clients and potential clients. In this position you will be responsible for:

- Website: You'll update, optimize (UX) and managing our website.
- Newsletter: You'll actively manage our newsletter.
- CRM: You'll manage and develop strategies, and execute improvements to our Client Relationship Management System.
- SMM: You'll actively manage and execute our social media strategy and presence on Facebook, Instagram and YouTube.
- SEM: You'll manage our advertisements on Google.
- Analytics: You'll analyze achieved results with reporting tools and implement changes to the strategy regularly.
- Events: You'll manage our participation at relevant industry conferences and exhibitions.
- Brochures: In coordination with graphic designers, you'll manage to keep marketing materials up to date and develop new marketing material.
- CD: You'll oversee the implementation of our corporate design.
- From time to time and depending on demand there will be other marketing and sales related tasks for you to take on.

What we offer:

- Great work environment and team
- Interesting projects
- Challenging and global work
- Future career development opportunities
- Specialized trainings and courses
- Travel opportunities

What we expect:

- At least three to five years of experience in a similar position
- University diploma in Marketing (or other relevant major)
- Very good English language skills
- Excellent understanding of services marketing
- Copywriting talent
- Proficient use of MS Office and other relevant tools and software
- Excellent deadline management
- Reliability

What might be helpful:

- (Digital) Marketing Certificates
- Knowledge of PHP, HTML, CSS

Apply!

If you think we might be a match send your motivation letter and CV to:

tn@citizen-lane.com