

FireGroup

<https://firegroup.io/careers/oc-22-022-exe01-head-of-marketing>

Description

Head of Marketing

- – Established in 2016, FireGroup Technology JSC is a tech company that specializes in web-app solutions for running the business on e-commerce platforms. FireGroup has now become the leading web-app provider, especially on both Shopify and AliExpress platforms.
- – Our mission is to solve challenges & problems in the global E-commerce market by using technologies. We are looking for new members who dare to think big and grow bigger.

Responsibilities

As Head of Marketing you will lead all of our marketing activities from acquire new users, launching new products. You are creative and data driven, you know how to combine your creativity with your analytical ability to come up with innovative marketing strategies. You understand the importance of both acquiring and retaining customers. You are result driven and adventurous – are dead focused on the goal but in the process you are flexible and fluid. You like to experiment and test out new ideas. You are an inspiring team leader, encouraging the team to work towards a united goal and continue to learn and challenge themselves.

- – Prepare monthly, quarterly and annual marketing plans.
- – Monitor and report on team performance.
- – Ensure brand message is strong and consistent across all channels
- – Interview and analyze customers behavior to get customers's insight
- – Identify opportunities to expand to new market
- – Testing new marketing channel
- – Motivate team members.

• – Plan member training needs and provide coaching.

Qualifications

- – Experience work on global market
- – Solid knowledge of SEO, inbound marketing, Performance marketing
- – Leadership skills with the ability to set and prioritize goals
- – Excellent knowledge of the e-commerce industry

• – Proficient in English

Contacts

- – Please send us your wonderful resume to **careers@firegroup.io**
- – Should you need any further information, kindly please contact us via **(+84)28 2229 9989**
- – Visit FireGroup's website to know more about our life, culture: <https://firegroup.io/>