

CEE Digital Projects Coordinator (DPC) is responsible for coordination of CEE countries web-portals deployment, content maintenance in CMS (Content Management System), bringing new digital tools in CEE and operational execution related to all Digital projects and tools.

Responsibilities:

CEE Digital Projects Coordinator (DPC) is responsible for coordination of web-portals implementation & maintenance, as well as bringing new digital tools in CEE organization.

DCP is responsible for operational execution related to all Digital projects, providing required trainings and access to tools to all Elanco CEE team members that would be involved in digital projects or being users of such tools.

- **Coordination and implementation of CEE web-portals**
- **Regular content maintenance of the web-portals (Kentico CMS)**
- **Non-technical SEO implementation for company web-portals**
- **CEE countries Social Media accounts content maintenance and support**
- **E-mail campaigns execution and support (Veeva, Salesforce Marketing Cloud)**
- **Adjust company websites and social media content based on analytics**
- **Competitors digital activities analysis**
- **Google AdWords and social media targeted advertising**
- **E-commerce support**
- **Implementation of new digital tools**
- **Preparation and conduct of trainings on digital tools**

Basic Qualifications:

- **IT or Digital Marketing Bachelor degree**
- **Minimum 1-2 years of relevant experience in Digital Marketing projects or support**
- **Knowledge of Kentico (or similar) CMS environment**
- **SEO principals understanding, ability to implement and adjust non-technical part of SEO based on available analytics**
- **Google Analytics advanced knowledge**
- **Social media (FB, Instagram) support and content maintenance experience**
- **Overall marketing email campaign understanding**
- **Basic HTML**
- **Fluent English**
- **Fluent Hungarian or other local language**

Additionally required knowledge:

- **Good communication skills**
- **Teamwork experiences**
- **Cross functional project coordination**

Additional Skills & Preferences:

- **Passion for Digital marketing**
- **Passion for teamwork**
- **Google AdWords and social media targeted advertising experience**
- **Knowledge of marketing tools in Veeva CRM**
- **Sales Force Marketing Cloud (SFMC) experience**
- **Website layout experience**
- **Company e-commerce project support**
- **Work on projects**

Travel:

- **10% of travel**