



# **Digital Marketing Product Manager**

## Job Description

Date: 6<sup>th</sup> September 2017

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## Mobacar

Mobacar is an advanced Artificial Intelligence and Travel Technology company. We are a successful high growth technology company with offices in Kerry and Dublin. Our approach to analytics at the core, makes this a unique opportunity for a Digital Marketing Expert or Digital Marketing Product Manager to work in an advanced, AI driven environment. We strive on creativity and the successful growth and development of our team. Our technology, our team and our products are gaining global acclaim for our innovation and approach. Every new team member is carefully selected to ensure not only that Mobacar will continue to disrupt the travel industry but that each new member has a clear path to grow and develop.

Mobacar has a unique approach which combines Data Science and Customer Experience techniques to increase short term conversions & revenue and the long-term customer performance of our partners.

## Job Description

The position requires a Digital Marketing expert with excellent experience in eCommerce. This is a great opportunity to apply your experience to driving new directions in digital marketing.

The responsibilities include:

- Research and define digital marketing product direction
- Develop product roadmaps for new and existing products
- Work closely with sales and marketing to provide expert knowledge and advice on business development
- Understanding consumer behaviour to assess impact of all opportunities
- Working with development to ensure delivery of market competitive capabilities
- Working with product management on training, partner engagement, pricing etc.

The position is based in Killarney, Co. Kerry.

## Skills and Experience

- Primary degree in Marketing, Digital Media or related
- 5+ years' experience in digital marketing
- Experience in Travel, Retail or a high volume consumer industry
- Experience in both above and below the line marketing
- Excellent skills in Google Suite, Facebook, Email marketing
- Excellent written and verbal communication skills

**Contact:** Send your CV to [careers@mobacar.com](mailto:careers@mobacar.com)