

Digital Marketing Specialist

FRAMA is seeking an analytical and digitally savvy Digital Marketing Specialist to join our growing team in Copenhagen. You will be responsible for planning, executing, and optimizing all social media channels, email marketing, and affiliate programs while constantly analyzing and providing insights to the team. The role requires a data-driven yet creative approach to enhance brand awareness, drive sales growth, and increase engagement across all channels. The role of Digital Marketing Specialist is vital, working closely with sales and marketing teams and reporting directly to the Head of Marketing & Digital. The work environment at FRAMA is dynamic, fast-paced, and collaborative, which requires independence and the ability to take initiative.

Key Responsibilities

- Use data, cross-functional input, and the marketing plan to fill and maintain FRAMA's content calendar with seasonally sensitive campaigns across all channels.
- Continuously use platform analytics to optimize performance and deliver actionable insights to the marketing team.
- Work closely with internal departments to tailor content for each platform and align with sales & marketing strategic goals.
- Use Klaviyo to manage automated email flows, continuously optimizing to keep subscribers engaged in the marketing funnel.
- Own the analytics in Klaviyo to track performance, execute A/B tests, and deliver insights from the email marketing database.
- Key responsible for execution and monitoring of all social channels including posting and responding to comments/messages in a professional, prompt manner.
- Monitor marketing trends, industry developments, and competitor activities to identify opportunities and benchmarks.
- Work closely with PR & Community to monitor influencer seeding program.
- Collaborate closely with E-Commerce to generate leads and grow subscriber lists.
- Implement and manage an affiliate program to increase brand awareness, creating attractive offerings to publishers and influencers.
- Update customer research and personas using surveys, data, and research annually.

Desired Qualifications

- Bachelor's degree in Marketing, Communications, or a related field.
- At least two years of proven experience in a marketing or communications role, preferably for brand or agency.
- Must have: knowledge of Klaviyo and Klaviyo flows or similar email marketing platform.
- In-depth knowledge of major social media platforms, trends, and best practices.
- Data-driven mindset with the ability to analyze metrics and draw actionable conclusions.
- Strong command of the English language for both editing and copywriting.
- A keen eye for aesthetic representation and brand standards.
- Strong communication skills and ability to collaborate with cross-functional teams.
- Familiarity with graphic design and video editing tools is a plus.

What FRAMA offers

- An open and supportive environment to learn and develop your skills and career, collaborating with industry-expert agencies and an international team of professionals.
- Flexible hybrid work model with the opportunity to work from home.
- Discount on FRAMA products and many other partner brands and restaurants.
- Lunch, coffee, tea, snacks, and vitamins.
- Regular team events and social gatherings.
- An inspiring workspace in the heart of Copenhagen.

Applications will be evaluated continuously with the posting removed as soon as we have enough viable candidates, so please submit promptly. Start date: March 2024. Application must be written in English, contain a CV, and a personal letter. Please send to apply@framacph.com with the title "Digital Marketing Specialist".