

BRAND EXPERIENCE PROJECT MANAGER

 Riga, Latvia

Balcia Insurance is an international insure-tech company with long-standing years of experience, yet our journey into the insurance world has just begun in a new way thanks to the updated #Balcia 2.0. version. With a new perspective and vision in the market by developing products and services, based on peoples' needs and technological innovations - we are proud to announce the newest, contemporary way of insurance as a part of your lifestyle. No more buying and cancelling - instead we offer a subscription to your favorite insurance products, whilst we bring out even more modern trends in the insurance market to ease your life journey.

POSITION

This job is for you! 😄



Your focus is on overseeing and developing the whole brand experience across all #Balcia products and driving various large scale marketing projects to keep things consistent.

YOU WILL

- create an impact through meaningful PR, social media, content and extensive sponsorship activities
- monitor and analyze market data and competitors
- be an enthusiastic and visible champion of the Balcia culture and values
- drive the Balcia brand vision to increase awareness of our products
- plan and execute ATL and digital marketing campaigns
- assess performance of #Balcia marketing campaigns (ROI & KPIs)
- provide analytical and valuable insights for decision-making
- collaborate with other #Balcia marketing teams, external partners/agencies on developing marketing strategies and out-of-the-box ideas

WHAT WE EXPECT

- If an exciting challenge is what gets you up in the morning,
 - if you put passion and energy in everything you do and get satisfaction from it,
 - if you are a results-driven person and have a mindset that allows you to always think out of the box,
- then we are on the same page and should talk.



REQUIREMENTS

- At least 3+ years of experience within the field of product marketing or marketing
- Ability to balance strategic vision and execution, from following the strategic direction to planning launches
- A self-starter approach, get things done and manage multiple priorities in a dynamic environment
- Outstanding analytical skills to take data driven decisions
- Being familiar with the marketing tactics, channels and tools that can potentially be used for effective product communication
- Excellent understanding of social media management & content creation
- Collaborative and cross-functional working capacity. This role requires to work across different functions and geographies
- Proactive team player with ability to multitask and perform under tight deadlines, maintaining a positive attitude
- Exceptional communication and writing skills both Latvian & English. An eye for good design.
- Proven experience in project management will be considered as an advantage

WHAT WE OFFER?

You will be working from our headquarters in the Riga city center at a modern office in a friendly, fast-paced and teamwork oriented international culture with high ethics. You will have an opportunity to work also remotely.

No two days at Balcia are the same, you will have an opportunity to participate in international projects and be part of a growing and professional team. We will provide you with necessary trainings, guidance and onboarding.

Competitive monthly salary range of **2200 - 2600 EUR** gross (depending on your level of experience and competence), health insurance from the first working day, additional paid days off, noteworthy discount on Balcia products, gifts on special occasions and more.

Sounds interesting? 🤓

We do encourage you to apply:

✉ careers@balcia.com

Or, know someone who would be a perfect fit? Let them know!