

Our client is an American marketing technology consulting firm assisting global companies with their marketing solutions that improve the customer experience and increase customer satisfaction. The company recently arrived to Poland and want to have a local head to drive digital marketing activities for Poland

Position: Digital Marketing strategist for Poland

Location: Wroclaw

We are seeking individuals with experience in best practices in Digital Strategy and Personalization in order to build Integrated Marketing Strategy, Marketing Data Analytics Strategy, Digital Transformation strategy. The profile sought, will advise our clients on the implementation of Marketing roadmaps, and assessment of Marketing Technology.

Responsibilities:

- Manage the relationship and projects with key clients and technology partners to deliver an integrated digital marketing strategy by demonstrating a strong understanding of their business requirements, and identifying opportunities and challenges
- Effectively communicate digital marketing strategy, optimizations and results to key stakeholders, focusing on the achievement of KPIs and impact on business objectives
- Collaborate with US Analytics & Insights team to analyse the performance of digital channels Collaborate closely with the campaign manager and social media lead within their respective area and cross-functional teams to design and implement digital marketing programs for medium and largescale marketing campaigns.
- Explore, examine and introduce innovative new techniques, programs, formats and channels that can improve campaign performance and/or ROI

Requirements:

- 5-7 years' experience in Digital Marketing, with exposure to media planning and campaign management
- Bachelor's Degree in Marketing or related field, or other relevant technology-focused degrees
- Experience with Marketing Data Analytics & Virtualization solutions such as: IBM Infosphere [MDM], Data Virtualization, Microsoft Azure, Tableau, Quickview
- B2B & B2C Marketing experiences are a must
- Strong interpersonal, problem-solving and mentoring skills
- Fluency in English & polish is a must. German will be a bonus asset.
- Capacity to think critically, learn quickly and adapt to fast-paced work environments

What we offer:

- Flexibility with the contract: you can work on B2B or as employee
- Remote/smart-working as much as possible in accordance with the project
- Measurable impact to the world and the chance to help the ecosystem - family businesses, entrepreneurs, engineers, tech start-ups.
- Exposure to many tech disciplines, most of which are rapidly evolving.
- Scientific and transparent thinking, for everyone involved.

If you are interested, please send your English CV at cv@guidiconsulting.pl adding authorization on managing personal data in accordance with current privacy law, using the clause indicated below:

I hereby agree for the processing of my personal data by Guidi Consulting Sandro Guidi based in 32-031 Chorowice, Widokowa 28 street for the purpose of the present and future recruitment process in order to send job offer to my e-mail address given while applying for the position. I acknowledge that I have the right to access and rectify abovementioned personal data by sending an e-mail at kontakt@guidiconsulting.pl from the address to which the consent relates. Submitting personal data is voluntary, but necessary to accomplish the recruitment.).

INFORMATION CLAUSE

If you have ever participated in recruitment processes conducted by our Employment Agency Guidi Consulting Sandro Guidi, 32-031 Chorowice, ul. Widokowa 28, registered in KRAZ under number 13342, or you have ever sent us your CV, we process your personal data provided in the uploaded application.

The administrator of this data, reason and basis for processing and other information required by the RODO can be found in the Privacy Policy at this [link](#).

Your personal data is processed in order to carry out the recruitment processes conducted by our Agency and its Contractors (potential employers) for any position. In particular, personal data is processed in order to:

- *conduct and arrange a recruitment interview,*
- *verify the information indicated in your CV regarding the fulfilment of the conditions for participation in recruitment processes,*
- *keep a register of persons who have requested to delete their personal data.*

At any time, you may withdraw your consent by contacting employer at kontakt@guidiconsulting.pl

Your personal data specified in the Labour Code or in other specific acts (as required by the advertisement) are processed on the basis of legal regulations and their submission is necessary to take part in the recruitment process. We process other personal data (e.g. your image) on the basis of your voluntary consent, which you have given us when sending us your application and their inclusion shall not affect eligibility for the recruitment process.

We may also process your personal data included in your application to determine, pursue, or defend against a claim if the claim relates to our recruitment process. For this purpose, we will process your personal information in accordance with our legitimate interest to determine, pursue, or defend against claims in legal proceedings before the courts or government authorities.

You have the right to access your data, including obtaining copies of them, correcting them, demanding their deletion, limiting their processing, objecting to the processing and transferring the given data (for the processing of which you have consented) to another data controller. You also have the right to lodge a complaint with the General Inspector for the Personal Data Protection (in the future: the President of the Office for the Protection of Personal Data). Withdrawal of consent shall not affect the lawfulness of processing carried out on the basis of the consent prior to the withdrawal.

We process your personal data in order to conduct recruitment for the position indicated in the advertisement for a period not longer than 365 days from the moment of submitting your CV and when you consented to participate in future recruitment for a period not longer than 2 years from the moment of submitting your CV. In addition, we may retain your personal information for the purpose of establishing, pursuing, or defending against a claim related to the recruitment process for a period of up to 3 years from submitting your CV.

We will pass on your personal data to the potential employer. We do not transfer your personal data outside the European Economic Area.

If you have any questions, you can contact us or our Data Protection Officer at kontakt@guidiconsulting.pl

Due to the processing of personal data by Guidi Consulting Sandro Guidi, you have the right to:

- *access to your personal data,*
- *correct these data,*
- *delete these data,*
- *restrict the processing of these data,*
- *transfer of data,*
- *withdraw of consent at any time.*

Sandro Guidi Guidi Consulting
Widokowa Street 28, 32-031 Chorowice
Employment Agency no 13342 (KRAZ)
www.guidiconsulting.pl



In order to make one of the above, you can send an e-mail to kontakt@guidiconsulting.pl along with an appropriate statement.

At the same time, we would like to inform you that in the case of proven and justified non-compliance of data processing by Guidi Consulting Sandro Guidi with the Regulation, you have the right to lodge a complaint with the supervisory authority. In case of further questions related to your personal data, please contact kontakt@guidiconsulting.pl.