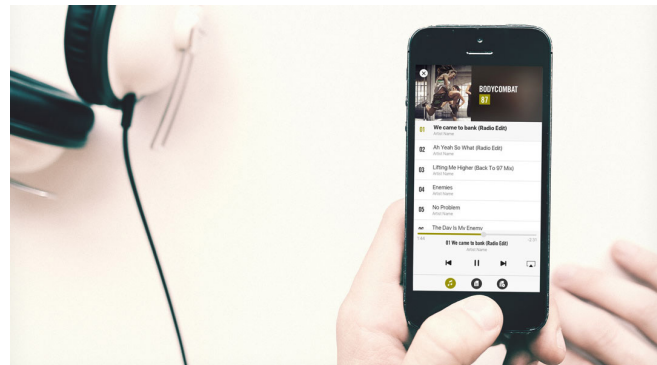


Marketing Specialist (Online)

Company: Les Mills Nordic
Employment status: Permanent Full-Time
Location: Stockholm, Sweden
Reports to: Head of Marketing

Position summary

The Marketing Specialist is the backbone of the marketing department. Playing equal parts consultant, project manager and operator, the Marketing Specialist works to deliver high-value marketing solutions to our customers – both internal and external.



Specifically, this Marketing Specialist will focus on:

- Marketing Automation (70%): We rely heavily upon email to communicate with our instructors, customers and potential customers. The marketing specialist will relish multi-variate testing and segmentation, wake-up thinking about subject line optimization and relentlessly pursue ever-increasing open and click-thru rates.
- Marketing Operations (15%): The marketing specialist will pitch in where needed to make sure the job gets done.
- Community Response (15%): The marketing specialist will provide timely responses to inbound inquiries across social media channels, monitor sentiment and escalate issues as needed.

Other projects and work priorities may be assigned based on the evolving needs of the business – flexibility and adaptability are critical to success.

Key relationships

We're ONE TRIBE, so you'll work cross-functionally with almost everyone, but in particular, you will be:

- The online champion and expert for LM Nordic
- A trusted advisor to the Head of Marketing and other members of the senior team;
- An indispensable resource to the Customer Experience team;
- A beacon of light for Creative Services; and
- An entrepreneurial collaborator with teams near and far.

What we're looking for

- Undergraduate degree in Marketing or business (2 additional years experience)
- 3+ years of marketing automation experience
- 3+ years marketing or communications experience
- Excellent verbal and written communication skills
- Superb attention to details and deadlines

People describe you as

- Energetic, forward-thinking, innovative and creative
- Self-driven, flexible and resilient
- Passionate about health and fitness

Extra credit for

- Industry knowledge
- Advanced degree in business, marketing or communications
- Familiarity with other marketing automation tools (Salesforce Marketing Cloud, Marketo, Pardot, etc.)

**We are looking forward to your application.
Send it to: lena.holmberg@lesmills.com**