

# Woyano.com

## Marketing Executive

Woyano is an internet media company built on technology and powered by its users. Our global consumer website, Woyano.com, provides social networking around content. We also manage social media sites for blue-chip companies. We're passionate about the web and driven by innovation.

We're looking to add a marketing executive to our team, someone bright and versatile who's looking for a fast track opportunity.

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You will have at least 2 years experience in consumer marketing, preferably digital, and a passion for web 2.0. The role has a strong focus on user acquisition marketing together with creating and sustaining online community participation.

You will be confident, well organised and have a sound understanding of how your role fits into the wider business. You will be able to create and maintain relationships with suppliers, partners and other stakeholders in the business. You will be able to work independently and take responsibility for business critical projects and strategies.

Your responsibilities will include:

- Drive traffic to our site
  - Encourage users online participation
  - Ensure a strong customer experience online
  - Raise brand awareness via outbound campaigns and PR activity
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Essential Skills & Requirements:

- Creation, execution and analysis of detailed marketing plans
- Use of channels such as email, web and direct mail and techniques like viral and relationship marketing
- Basic HTML skills would be desirable
- Good copywriting and proof-reading skills are a must
- A team player with self-confidence, assertiveness and personal motivation
- Graduate

### To Apply

Please email us ([careers@woyanon.com](mailto:careers@woyanon.com)) your updated CV and a cover letter explaining why you want to join Woyano.

***No agencies please***