



SENIOR DIGITAL MARKETING SPECIALIST. VILNIUS, LITHUANIA

Avia Solutions Group, Marketing Department – PAN-PAN

Avia Solutions Group is looking for a skilled and driven **Digital Marketing Specialist** to join our innovative Marketing Department in Vilnius office, known as PAN-PAN. If you're passionate about digital strategy, possess an advanced understanding of Google Ads and social media management, and are eager to lead impactful campaigns, this is the role for you.

In this dynamic position, you'll manage diverse digital campaigns on social media channels and on Google Ads. You'll work at the forefront of digital marketing, crafting campaigns that resonate, optimizing performance, and analyzing data to drive engagement and conversions.

Key Responsibilities

- **Strategic Campaign Management:** Develop and execute comprehensive digital marketing strategies across various platforms, including Facebook, Instagram, LinkedIn, and Google Ads, tailored to specific needs.
- **Performance Optimization:** Monitor and refine live campaigns to achieve optimal ROI, conducting A/B testing and iterating based on insights.
- **Data-Driven Analysis:** Analyze performance metrics, prepare detailed reports, and provide actionable insights to improve campaign effectiveness.
- **Innovation and Trend Monitoring:** Stay updated on the latest developments in digital marketing to incorporate cutting-edge practices and tools into our campaigns.

Requirements

- **Proven Expertise:** A minimum of 5+ years of experience in digital marketing, with a strong focus on social media advertising and Google Ads.
- **Communication Skills:** Fluency in English, with the ability to communicate insights effectively.
- **Project Management:** Demonstrated ability to manage multiple complex projects, adhering to deadlines and budgets.
- **Creative and Analytical Thinking:** A talent for devising innovative strategies and solutions informed by detailed data analysis.
- **Certifications:** Google Ads, Facebook Blueprint, or other relevant certifications are highly preferred.

We offer:

- Opportunity to work in a vibrant international and ever-growing aviation business environment;
- Opportunities for professional and personal growth; foreign language training;
- Hybrid work possibilities;
- Workation model;
- Attractive salary and compensation package;
- Private health insurance;

- Additional holiday days;
- Free parking or public transport ticket;
- On-site gym and bistro;
- Children's room where you can leave your kids to play with supervision;
- Electric car charging points onsite;
- Recognition programs;
- Discounts and special offers from various partners.
- Join a multicultural environment at one of the largest aviation groups in the world, taking charge of digital marketing for an ambitious industry-wide leader.

Salary: from 2806 € (brutto)

Avia Solutions Group, the world's largest ACMI (Aircraft, Crew, Maintenance, and Insurance) provider, operates a fleet of 221 aircraft on 6 continents. Supported by 14,000 professionals, the group is the parent company to over 250+ subsidiaries including SmartLynx Airlines, Avion Express, BBN Indonesia Airlines, and KlasJet. The group also provides a range of aviation services: MRO (Maintenance, Repair, and Overhaul), pilot and crew training, ground handling, as well as a variety of associated aviation.