



GROWTH MANAGER

Kurhotel Skodsborg A/S is looking for an experienced data and results driven marketer, who is visionary and can think strategically, is comfortable executing with a strong hands-on involvement and has the discipline to follow up and analyse reports and numbers and put it to use.

You will be at the forefront of delivering continued growth at Kurhotel Skodsborg (the leading spa hotel of the Nordic region) via a broad range online acquisition channels. This involves attracting traffic, converting that traffic into online bookings as well as leads for the Kurhotel Skodsborg's sales team and taking charge of the direction and processes of it all.

The ideal person for this role is someone who loves getting into the nitty-gritty details of a media campaign but can also step back and see how all the pieces fit together – and how it drives real long-term value for our company. Broad technical, analytical and communication skills are a must!

JOB DESCRIPTION

- Optimize Kurhotel Skodsborg's marketing automation, lead and customer nurturing processes through email, content, and social channels
- Analyse, explore and test new opportunities, campaigns, product performance and strategies to uncover new optimization opportunities
- Responsible for making strategic decisions on which channels to focus on to maximize growth
- Take ownership of Kurhotel Skodsborg's digital marketing, e-commerce and CRM platforms, and create sustainable growth by using your strong

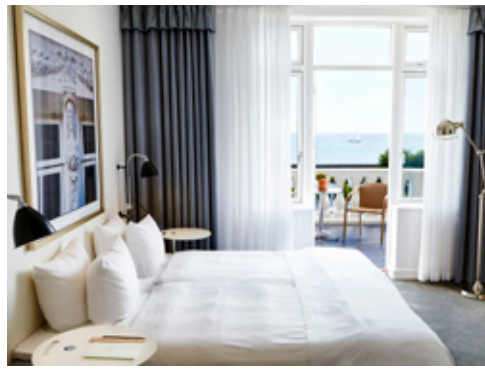
understanding of human needs and behaviour, content marketing, A/B testing, SEO, analytics, paid advertising, etc.

- Manage all online day-to-day operations, including ad trafficking as well as bid and budget management for the company's paid digital channels
- Primarily use Facebook ads, Google AdWords, email marketing and various display advertising channels
- Communicate performance and opportunities with frequent analysis and key metrics
- Evaluate and advise on the use of new ad buying, measurement and attribution technologies
- Support the marketing team by effectively managing performance marketing campaigns across a variety of channels
- Manage day-to-day campaign operations with ad networks and other partners
- Provide critical reporting to internal stakeholders
- A/B test everything
- Leverage analytical skills to help expand our referral programme
- Champion cost-effective growth

REQUIREMENTS AND SKILLS

- Higher education in marketing/communications/IT/business or equivalent experience
- A data-driven, performance based marketing mindset – with strong opinions on cohort analysis, attribution models, re-engagement and payback periods
- 3-5 years of digital marketing experience in an e-commerce vertical

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- Experience prioritizing across multiple channels
- Understand how to leverage an API for ad/bid optimizations and can work with developers to make product improvement suggestions
- Entrepreneurial ‘get stuff done’ mindset
- Experience with coordination of large scale digital projects or products, websites, platforms, e-commerce or equivalent
- Experience in buying consultancy services and online advertising
- Confidence and resolve to push through strategies in a complex organisation
- Native/near native in Danish and English
 - written & verbal

Our new Growth Manager will be responsible for the day-to-day digital marketing and participate in the strategic development in collaboration with senior management. The Growth Manager will answer to our Sales & Marketing Director.

ABOUT KURHOTEL SKODSBORG – THE LUXURY OF SIMPLICITY

Kurhotel Skodsborg is an international spa hotel based on simple Nordic traditions, where nature, history and beauty join forces with knowledge, passion and innovation.

It is our aim to fulfil the wishes of our guests and provide the ideal environment for you to relax, recharge and return home with new energy. We invite you to enjoy our luxurious facilities, experience our royal history and make the most of our 119 years of experience with the healthy life. In short: to rediscover the luxury of simplicity.

HISTORY – PHILOSOPHIES WHICH FULFIL MODERN DEMANDS

King Frederik 7th acquired the country estate “Skodsborg” in 1852, and spent the summers here with his wife, Countess Danner, till his death in 1863. The King presided over his meetings of the Ministers of State and had his banquets in Villa Rex, which was built in 1857.

Dr Carl Ottosen founded Skodsborg Sanatorium in 1898. He had studied health and physiotherapy in the USA and the sanatorium was recognized for its expertise on physiotherapy and for its preventive approach with spa stays and healthy living. Carl Ottosen’s expertise lives on at Kurhotel Skodsborg, where we have further developed his philosophies into new, efficient treatments, fulfilling the desires of modern man to take care of oneself, stay in great physical shape and get the optimum out of life.

NEXT STEP

– *It’s the personal touch that means so much*
We aim to fill the position by April 1st 2018.

Please send your application and CV to Mette Torp Løfquist at mettel@skodsborg.dk by January 15th 2018.

Please write “Application – Growth Manager” in the headline. Relevant candidates will be summoned for personal interviews continuously hence the position may be filled before the above deadline.

We would like to know what makes you unique and what you can bring to the team. One of our key guidelines is “*It’s the personal touch that means so much*”.

We look forward to receiving your application.

KURHOTEL SKODSBORG
