

## Digital Marketing Manager

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### Role Description

- Maintenance and updating of the website in accordance with SEO recommendations.
- Creation and publication of new service descriptions, texts, visuals, articles, and other information on websites in accordance with SEO recommendations.
- Analysis of traffic data on websites (e.g., clicks, conversion rates), working with GA4.
- Creation and implementation of campaigns aimed at increasing visitor numbers and generating conversions.
- Organization and execution of Google Ads campaigns. Selecting keywords for Google Ads campaigns, identifying and segmenting target audiences.
- Applying the latest digital advertising trends and tools, integrating AI solutions.
- Creating and managing advertising campaigns and management accounts on Google Ads, Meta Ads (Facebook), and LinkedIn Ads platforms.

### Qualifications

- Knowledge of WordPress, HTML, and CSS; knowledge of PHP would be an advantage.
- Work experience in website development.
- Good knowledge of SEO and website search optimization.
- Experience working with Google Ads campaigns.
- Ability to use Google tools, e.g., Search Console, Tag Manager.
- Analytical and conceptual skills, experience working with GA4.
- Knowledge of English (B2 or higher level).
- Education in marketing or communications would be an advantage.

We look forward to hearing from you!

Please send your CV by February 25, 2026, to [vilnius@ecovis.lt](mailto:vilnius@ecovis.lt) with the subject line „Digital Marketing Manager“.

Confidentiality is guaranteed. Only selected candidates will be contacted.