

Are you interested
in financial markets?
**Then your place
is with us!**



About Raiffeisen Digital Bank

Raiffeisen Digital Bank AG is a subsidiary of Raiffeisen Bank International AG, based in Vienna, and offers digital banking products and services in Central and Eastern Europe.

We made it our mission to create a trusted bank with a truly human touch that meets customers' basic needs quickly and easily.

We are proud of what we have achieved so far and have very ambitious goals for the future. Those where everything comes together, those who shape our past and our future: The team!

We are proud of the diversity of our employees. Equal opportunities are a matter of course for us. Our career paths are accessible to all - regardless of origin, sexual orientation, culture, gender, age, political or religious conviction or disability.

Follow us



Visit our website

www.raiffeisendigital.com

Raiffeisen Digital Bank AG

Member of RBI Group
Am Stadpark 9, 1030 Vienna, Austria

jobs@raiffeisendigital.com

We are looking forward to your application via the "Apply now" button!

We are a team of professionals with a start-up culture in charge of one of the largest digital innovation projects in our banking group. We have plans to build new digital banking end-to-end customer journeys and to roll banking service out across multiple CEE countries. We are looking for a motivated candidate who joins our team in Vienna as a:

Digital Marketing Analyst (f/m/x)

Your responsibilities

- Analyze on daily, weekly & monthly basis the defined KPIs for each media channel.
- Visualize (report design and visualization of data) complex data insights by implementing automated dashboards for digital marketing & CRM.
- Help to identify optimizations that will accelerate growth and drive long-term customer value.
- Implement new attribution tools & models to make sure all marketing KPIs are tracked giving a holistic view of the contribution of each single channel.
- Benchmarking and forecasting performance of the digital marketing channels in a close alignment with the campaign team.
- Conceptualize new tagging structures for future developments in close cooperation with marketing & IT.

Your qualification

- 3+ years' experience in a multi-channel digital marketing analyst position, preferably with a financial services provider.
- Strong analytical skills especially related to digital marketing and CRM.
- An expert understanding of short & long-term analysis including customer lifetime value.
- Expert ability to analyze & visualize data providing actionable insights for performance improvement.
- In-depth understanding of technical setup, tracking methods, tagging, APIs and dashboards building using various data inputs e.g. from Google platforms, Salesforce Marketing Cloud, mobile attribution and Social Media tracking tools)
- Fluent English.

Our offer

- Depending on your concrete skills and experience we offer a compensation package starting from gross EUR 60,000.00 p.a. including overtime (All-In).
- Company benefits include home office possibility, job ticket, RDB vouchers, corporate benefit world, subsidized canteen and a lot more.
- A stable work environment within an innovative field of business with plenty of room or you to bring in your ideas and to grow professionally.

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