



Digital Marketing Manager

Are you a marketer with a deep passion for tech and AI, who likes to work on an international level? Then Digital Marketeer at Greater Than might be something for you! Greater Than is a tech company within the insurtech segment. We have an AI based auto insurance platform which is now currently used in multiple countries across the world.

As Digital Marketeer your responsibilities will include full responsibility for all digital marketing for our B2C and B2B sites, and to further optimize our digital space to improve lead gen and sales.

Greater Than has offices in London, Singapore and Stockholm, and this position is for our Stockholm office located at Karlavägen with a team of 30 people who works in sales, marketing and IT.

Responsibilities:

- Drive qualitative traffic and increase conversion and lead gen
- Optimize our digital channels such as; YouTube, SEM, SEO, LinkedIn and more
- Work closely with and act as client with our design team and IT department
- Analyze and optimize our webpages to improve user experience and increase sales
- Further improve and expand our digital presence
- Work with our partners and influencers to maximize and nurture the relationship

What we're looking for:

- You have from 1-2 years of experience in similar field
- Bachelor's in marketing/digital marketing/business administration
- You are curious and want to further improve your digital marketing skills
- You've worked with/have a deep passion for CRO and PPC/SEM
- You are used to working with different marketing software (such as Google Analytics, Sleeknote, Hotjar, AdWords)
- Fluent in English & Swedish

Bonus points are

- Speak additional language
- Skills in Social Media Management/Content management
- Worked in the space of connectivity

What we offer

Working at Greater Than means working in company with an global approach, defined by a great team, meaningful work and professional growth. As an employer we demand a lot of our people, but we also empower them to live up to their challenges, to have an entrepreneurial spirit and to embrace challenges with confidence. Apart from being a part of a creative team and working on innovative global projects we offer a set of perks, like health care contribution and self-development initiatives that will sharpen your skills by external courses.

Sound interesting? Great. Go ahead and apply. Send your CV along with a few lines why you would be a good fit for the company to: nyttjobb@greaterthan.eu. We look forward to getting to know you. We will review applications as they come.

About Greater than

Greater Than is a Swedish company that develops and provides 3rd party solutions, with over 15 years of experience in the connected car space. The company's flagship product Enerfy is one of the world's most powerful AI database bringing new insights and digitalized solutions to the emerging global insurtech industry. Today, Greater Than has several established partnerships in Europe and Asia and is the technical foundation of the global FIA competition, FIA Smart Driving Challenge. Greater Than is listed on Nasdaq First North.