

Digital Marketing Manager (TooCool2BeTrue.com)

About Brulee

A fast-growing digital publishing company, established by online advertising veterans, focused at creating and managing premium publisher sites. Company has offices in Tel-Aviv and Emek-Hefer.

Job Brief

We are looking for a talented Digital Marketing Manager to take over our visitor acquisition operation for toocool2betrue.com, a rising star content brand. You will be responsible for building a marketing plan, creating and managing campaigns of large media budgets across multiple platforms (Taboola, Facebook, Yahoo, and more). You will establish and nurture our relationships with our supply partners and scale these relationships independently based on company goals.

As the single authority for all paid visitors to toocool2betrue.com you will be expected to help plan and lead the brand and content strategy together with our Chief Editor.

This position has direct impact on the company's growth and requires independency, passion for marketing and a 'big-head' approach, as well as high availability & willingness to work outside official working hours, including evenings and weekends.

Your Responsibilities

- Build, implement and lead toocool2betrue.com media buying strategy to align with business goals
- Set campaigns objectives and track user engagement and ROI
- Work around the clock, directly managing many campaigns across multiple platforms
- Create daily ROI reports
- Create campaigns ideas and supporting marketing materials to achieve campaigns goals
- Daily/hourly tracking and analyzing campaigns performance
- Learn and master new media buying platforms
- Work with our Social Media Manager to align with business objectives
- Suggest and implement new features to enhance the media buying performance
- Stay up to date with market trends and practices
- Collaborate with marketing team to ensure brand consistency



- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Stay up-to-date with current technologies and trends in media buying and marketing

Our Requirements

- Analytic mind-set (cares about HOW more than the WHY)
- Fast learner (for real; if you aren't - don't even apply)
- Multitasking skills (so you can do everything, now)
- High familiarity with desktop computer (the gicker you are the better)
- Very high level English (dah...)
- Good copywriting skills (to bring the creativity out of you)
- Advantages (that can get you very far):
 - Knowledge of online marketing channels
 - Work experience as a campaign manager
 - Hands on experience in content marketing in specific

Think you are the right person?

Please send your CV to jobs@bruleemedia.com

