

Brazilian Marketing Manager Position

Company Description

Suited Media is a young energetic web development and marketing company within the online gaming industry. After successfully establishing the world's largest Social Network for poker players, Pokerspace.com, Suited Media has expanded its scope to target the one of the most exciting and highest potential online gaming markets in the world today: Brazil.

From communities to blogs, Suited Media will be capturing the Brazilian marketing with a portfolio of Online Poker, Casino, and Sportsbetting sites. The first of which launched in October 2011, BrasilPokerClube.com.br.

Brasil Poker Clube (BPC) is the only fully integrated Poker School with all the content in Portuguese designed exclusively with the Brazilian audience in mind. Not only is it the first of its kind but all of the Poker Training Videos and Articles are absolutely free for all BPC members. BPC also offers its members a risk-free start to online poker through its Free Poker Money offers.

Our goal with BPC is simple... Become the largest Poker School and Community for Brazilian Poker Players. To help us get there Suited Media is looking for an experienced and driven Marketing Manager that speaks Brazilian Portuguese fluently.

Primary Job Responsibilities

- Partnership and Affiliate Program Management
 - Research and establish engaging partnerships with online gaming sites
 - Regular follow-up with partners to maximize partnership value
- Link Building Campaign Management
 - Use the latest SEO tools to research link building partner prospects
 - Develop creative and cost-efficient link building campaigns
 - Competitor analysis
- Search Engine Metric Tracking
 - Keyword rankings with link analysis
 - Traffic and conversion analytics
 - Monitor, measure, and track search metrics, including trend analysis
- Social Media Campaign Management

Skills and Qualifications

- Must be fluent in both written and verbal Brazilian Portuguese
- Must be motivated, self-directed, have initiative, and is excited about the opportunity to play a key role in building a company
- Experience working with a CRM is an asset, but not required
- Lead management and CRM experience

- Search engine optimization knowledge and experience, including:
 - On-site SEO principles
 - Link building strategies and campaign management
 - Keyword research and analysis
 - Familiarity with SEOmoz, Google Analytics, Google Webmaster Tools and other SEO tools
- Social Media knowledge and experience
 - Campaign management: Twitter, Facebook, Orkut, and social bookmarks
 - Analytics tracking
 - Familiarity with HootSuite, SocialMention, and other Social Media tracking tools

Compensation

- Salary based on previous experience and performance
- Health benefits
- Access to monthly skills/career development workshops through Communitel (Waterloo Regional Technology Association)