

COLONNADE INSURANCE S.A. IS SEEKING A

DIGITAL MARKETING SENIOR SPECIALIST/MANAGER

COMPANY DESCRIPTION



Colonnade Insurance S.A. specializes in non-life insurance, which is designed not only for individual clients, but also for small and large businesses. We are part of the multinational financial group Fairfax Financial Holdings, one of the world leaders in insurance and reinsurance. Colonnade operates through branches in Romania, the Czech Republic, Bulgaria, Poland, Slovakia, Hungary and a subsidiary in Ukraine.

In Europe, the Colonnade company employs over 600 experienced specialists. Our financial strength has been affirmed by the [A.M. Best Company rating A- \(Excellent\)](#).

CANDIDATE'S PROFILE



We are seeking an innovative and driven Digital Marketing Senior Specialist to join our dynamic team. The ideal candidate will be responsible for planning, executing, and optimizing our digital marketing campaigns across various channels to drive engagement and achieve business objectives.

JOB DETAILS

Location: Poland

Job type: full-time



DAY TO DAY TASKS – MAIN DUTIES

- Develop and implement comprehensive digital marketing strategies focused on consumer lead generation process
- Manage end-to-end campaign processes including planning, execution, and performance analysis
- Oversee social media, email marketing, PPC, and SEO efforts
- Collaborate with marketing team to produce compelling marketing materials
- Monitor and report on campaign performance, making data-driven recommendations for improvements

- Stay updated on industry trends and emerging digital marketing technologies

REQUIREMENTS



List of requirements to be successful in the future role:

- Bachelor's degree in Marketing, Communications, or a related field
- 3+ years of experience in digital marketing campaign management
- Strong understanding of SEO, PPC, social media, and email marketing best practices
- Proficiency in using digital marketing tools such as Google Analytics, Google Ads, and social media management platforms
- Excellent analytical, organizational, and project management skills
- Creative thinker with strong problem-solving abilities
- Proven track record of successfully managing and optimizing digital marketing campaigns focused on leads generation
- Ability to analyze and interpret data to drive strategic decisions
- Strong communication and collaboration skills
- Detail-oriented with the ability to manage multiple projects simultaneously
- Fluency in Polish and English

COLONNADE VISION



We believe in fairness and simplicity in all our relationships, this is how we do business! We deliver transparent products and fast claims service that address the challenges of the changing world around us!"

COLONNADE VALUES

- Honesty and integrity are essential in all our relationships and will never be compromised.
- We are results oriented – not political.
- We are team players – no “egos”. A confrontational style is not appropriate. We value loyalty – to Fairfax and our colleagues.
- We follow the Golden Rule: we treat others as we would want to be treated.

- We are hardworking but not at the expense of our families.
- We always look at opportunities but emphasize downside protection and look for ways to minimize loss of capital.
- We are entrepreneurial. We encourage calculated risk taking. It is all right to fail but we should learn from our mistakes.
- We will never bet the company on any project or acquisition.
- We believe in having fun – at work!



WHAT WE OFFER

- Competitive salary and benefits package
- Opportunities for professional growth and development
- A collaborative and supportive work environment
- The chance to work with a passionate and innovative team



APPLY NOW!

To apply for this opportunity, please send your resume to career@colonnade-insurance.com, quoting Digital Marketing Senior Specialist.