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Lifecycle Marketing Manager

Toluna provides consumer insights designed to empower success in todays on-demand, global economy. Powered by the perfect fusion of technology, expertise, and the largest global community of influencers at the ready, Toluna delivers rich, reliable, real-time insights to individuals and companies of all sizes.

To complete our team in Paris and support the growth of our panels in EMEA and LATAM, we are looking for **Lifecycle Marketing Managers** for the **Digital Marketing Department**. Your work will have a meaningful impact on the growth of our panels.

Primary tasks:

- Be the Community Manager for Toluna.com and its Social Media pages
- Increase Influencer loyalty and activity on the community through marketing initiatives
- Provide state of the art of customer care to Toluna.com Influencers
- Identify main attrition sources and design strategies to neutralize them
- Website/ product testing for R&D team, escalating issues as necessary
- Translations from English to your native language
- Help with other activities as needed

You will learn to:

- Engage, grow and leverage large Influencer communities
- Develop and implement effective marketing initiatives
- Do data analysis and reporting
- Basic techniques and methodology of Acquisition

As an ideal candidate, you:

- Are a native speaker of Polish
- Are a student or recent graduate of Business, Marketing, Languages or another relevant field
- Are interested in Marketing and Social Media
- Are a team player and customer-oriented

What we offer:

- Ongoing training
- 700€ gross per month
- 60% Ticket Restaurants
- 50% Monthly Transport ticket

Applications must be sent in English or French to Recruitment.CM@Toluna.com