



your job in marketing

**the dedicated recruitment service for  
management and marketing**

# SMARK – The community of marketing people

**SMARK** is a source of knowledge and inspiration plus a practical tool for professional development and networking for the people working in the Romanian marcomm industry.

**SMARK** creates:

**Publishing:** premium editorial content about marketing on SMARK.ro

**Events and projects:** conferences and workshops on specific topics  
– grouped as SMARK KnowHow

**Services:** MkJob, SMARK Research – a series of syndicated research studies

**SMARK** gathers a premium community of marketing and business people

- Brand Managers, Marketing Directors, Sales Directors
- Professionals working in marketing research
- Media specialists (including specialists working in digital and social media)
- Professionals working in the communication industry: PR, CSR, advertising
- Entrepreneurs



your job in marketing

**About the service**

# The benefits of this service

## **Precise targeting:**

MkJob is the only recruitment service dedicated to the marketing industry and the related fields.

## **A big talent pool:**

SMARK is at the center of Romanian marketing community, being of interest to all those who are into it, but also to those into management, branding, communication, research etc.

## **Many and relevant résumés:**

The applications received are better suited to the company's needs than the applications received when using a general interest recruitment site.

Example: when Absolut Vodka was looking for a Brand Manager, it got 629 applications

## **A quick reaction:**

The announcements can be unpublished before the end date, if the company finds the right employee.

# Presenting and promoting each announcement

**We present the job offer on a dedicated page, for 45 days.**

**During the 45 days, we amplify each announcement in the following ways:**

1. Listing the job offer on SMARK's homepage, in right-hand side column, in the MkJob field
2. Listing the job offer (title + period + first words) in the MkJob section  
See the section: <http://www.smark.ro/mkjob>
3. Promotion in social media:  
3 posts, on average, on Facebook SMARK (> 8 000 fans)
4. Featuring the job offer in one issue of SMARK's editorial newsletter (>5000 de abonați activi)  
See: <http://www.iqads.ro/newsletters/preview/301>

The standard job offer is active for 45 days, but the announcement can be taken down earlier according to the number of applications received.

# The page dedicated of the job offer

## Pepsi is looking for a Senior Brand Manager

Anunt valabil pana la data de 2014-09-25


Companie: [Pepsi Co](#)



**Location:** Bucharest

**Department:** Marketing

**Job type:** Full time

 [Adauga anunt de recrutare](#)

**În sfârșit  
o idee mișto de banner!**  
Dă **CLICK** aici și o să-ți dispară  
toate celelalte bannere  
enervante de pe ecran.  
Pentru totdeauna!  
**CLICK>>>**

## AdCompanies

**Ipsos Research**

Research



Ipsos Research este o companie noua si cu istorie in acelasi timp. De la 1998, anul... [mai mult >](#)

# 1. Listing the offer on the sidebar of SMARK



Studiu Capital Confidence Barometer: top management-ul considera ca situatia economica se imbunataseste



Fundatia eMAG doteaza laboratoarele de informatica ale Colegiului National "Tudor Vianu" cu 25 de PC-uri

## MkJob

- [Avon Cosmetics Romania is looking for a Marketing Analyst](#)

[Vezi mai multe »](#)

**Dă CLICK AICI  
și-ți va apărea  
O MUZĂ ONLINE  
care livrează IDEI CREATIVE  
în funcție de  
CUVINTE-CHEIE >>>**

## AdCompanies

## 2. Listing the job offer in the MkJob section

See: <http://www.smark.ro/mkjob>



### MkJob



#### Companie retail cauta Customer & Research Manager

Anunt valabil pana la data de 2014-05-06

Responsabilitati:- coordonarea tuturor activitatilor de research la nivelul companiei, intocmirea de rapoarte, oferirea de feedback si initierea de activitati specifice de marketing research- coordonarea si implementa...



#### Daedalus Millward Brown cauta Asistent Marketing Cercetari Cantitative

Anunt valabil pana la data de 2014-05-05  
Companie:

Profil candidat ideal: - este masterand la Marketing, Statistica, Cibernetica, Matematica sau Sociologie- are foarte bune cunostinte de limba engleza (citit, scris)- utilizeaza la nivel avansat programele: Word...

Adauga anunt de recrutare

### MkJob

- [Companie retail cauta Customer & Research Manager](#)
- [Daedalus Millward Brown cauta Asistent Marketing Cercetari Cantitative](#)

Vezi mai multe »





# 3. Promotion in social media: Facebook SMARK

facebook Search

**TÂNĂRUL ÎN ROMÂNIA.**  
Profil urban de marketing

Un raport de cercetare realizat sub umbrela SMARK Youth de brennan & quantix  
research.SMARK.ro/tanarul\_in\_romania

**SMARK**  
2,119 likes · 282 talking about this

Website  
The Romanian Community of Marketing Professionals

About Photos Likes

Highlights

Post Photo  
Write something...

**SMARK** shared a link.  
11 minutes ago

Joburi in marketing:  
- Eurodata Management cauta Client Service  
- Companie FMCG (bauturi alcoolice) cauta Junior Brand Manager  
- Daedalus Millward Brown cauta Asistent Marketing Cercetari Cantitative  
- Companie FMCG (bauturi alcoolice) cauta Brand Ambassador

**MkJob** – Jobul tau in publicitate  
www.smark.ro  
MkJob – Jobul tau in publicitate

Like · Comment · Share  
Georgiana Bicusca likes this.

111 Friends  
Like SMARK

**Marius Cristea** mentioned SMARK in his status.  
9 June 2011

e joi. vine Diana. mai corect e: se intoarce :) @ IQads & SMARK & Digital IQads

Recent Posts by Others on SMARK

**Marius Cristea**  
e timpul sa ajutam procesul de recrutare si pe zona de ma...  
1 · about an hour ago

**IQads**  
Companiile isi pot recruta angajatii pentru poziti de marke...  
1 · about an hour ago

**IQads News**

3 posts, approximately, on Facebook SMARK (> 8 000 fans)



## 4. Featuring the job offer in SMARK's editorial newsletter

See: <http://www.iqads.ro/newsletters/preview/301>



{Firstname} {Lastname} | 22 Iunie 2012



Teme cheie:  
**Folosirea noilor tehnologii in shopper research.**

Stephane Batoux (Coca-Cola HBC Romania&Moldova) si Xavier Piesvaux (Mega Image) au discutat azi despre obiectivele proiectului [Green Bee](#), lansat de Green Revolution.

Tot la rubrica Story puteti citi despre research-ul online si cum au evoluat [cerintele clientilor](#) in ultimii 4 ani, precum si despre [shopper research](#) – provocari si comportamente surprinzatoare de consum.

87% din populatia tarii crede ca preturile au crescut in mai 2012 fata de aceeaasi luna a anului trecut, conform Barometrului de Incredere a Consumatorului realizat de GfK. Mai multe despre rezultatele acestui studiu puteti citi [aici](#).

...

**MkJob**

### **Avon Cosmetics Romania is looking for a Marketing Analyst**

If Excel has no secret for you, if you have analytical spirit, you speak fluently Steve... [citeste »](#)

### **Brennan Research & Consultants cauta Intraprenor Cercetari Calitative**

Profil: - masterand sau absolvent al Fac. de Sociologie, Antropologie sau Marketing- nivel... [citeste »](#)

# Information needed for the job offer

- The job for which the company is recruiting
- The company's name
- Details about the job – responsibilities
- Details about the ideal candidate – capabilities and skills
- The address where to send the résumés
- A deadline for the applications
- Logo of the company (optional)

# The budget for MkJob

Prices vary according to the numbers of job offers published simultaneously:

- **1 job offer: 200 EUR + VAT**
- **2 job offers: 380 EUR + VAT**
- **3 job offers: 540 EUR + VAT**

The standard job offer is active for 45 days, but the announcement can be taken down earlier according to the number of applications received – without influencing the budget.

The contractual period is 365 days, and the prices stay the same the whole time.

More job openings may be announced either through different announcements, either by including them in a single announcement, but the budget will be the same, depending only on the number of jobs offered.

- **Option 1:** 1 announcement, 1 job offer: We are looking for a Brand Manager. (200 EUR)
- **Option 2:** 1 announcement, 2 job offers: We are looking for a Brand Manager & a Customer Relationship Manager. (380 EUR)
- **Option 3:** 2 different announcement, 2 job offers: We are looking for a Brand Manager. We are looking for a Customer Relationship Manager. (380 EUR)

IQads is the most important Romanian platform dedicated to creative industries and related areas, activating the most important local creative community: professionals, freelancers, aficionados.

SMARK is a source of knowledge and inspiration plus a practical tool for the professional development and networking for the people working in the Romanian marcomm industry.

#publishing



Everything about advertising and the ones who produce it

IQads.ro offers premium content about the industry as a business and as a show: news, interviews, analysis, features & more.



The Romanian community of marketing professionals

SMARK.ro offers premium content about marketing news, interviews, case studies.



#events  
#projects



9th edition, August 2014

The annual unconventional advertising event of Romania. 7 days every year, 100+ cultural & social brands involved and 400+ ideas implemented so far. The traditional events of ADfel include:



8th edition

The show of the best original advertising parodies.



4th edition

Intensive training sessions for the advertising newcomers.



The battles of advertising people's egos and skills on 4 different pitches:



2nd edition, March 2014

Cooking is the new rage, let's celebrate it!



5th edition, May 2014

The original Cup turned into the Cannes of football.



1st edition, September 2014

The golden voices of the industry show their best.



1st edition, November 2014

The greatest gamers of advertising fight for The Cup.



45 editions so far

The monthly get-together of the Romanian advertising industry.



20 competitions so far

The platform for premium UGC competitions reaching the most important creative community of Romania.



20 events so far

Creative marketing events and workshops featuring rock star researchers and sociologists, top planners, spectacular creatives, insightful brand managers and inspired entertainment people.



3rd edition, March 2014

What helps and what harms your brand and how to do promotions right.



2nd edition, April 2014

Tools and tactics to build and develop strong brand communities.



5th edition, May 2014

The most important event of the local market and consumer research industry.



2nd edition, June 2014

Talking to the target that matters - 80% of the buying decisions belong to women.



2nd edition, September 2014

Addressing a target that's rapidly evolving - niches, tactics, strategies.



3rd edition, November 2014

How to be relevant for the most changing and cynical age group.

#services



The best in marcomm events - both work and afterhours.



Promoting the companies that offer services for the creative industries.



The history of interesting brands and their creative milestones.



Promotional articles that don't suck.



The dedicated recruitment service for the creative industries.



10 research studies so far

A series of syndicated research studies covering the hottest topics in various industries. The most recent ones:



nielsen



The dedicated recruitment service for marketing.

click any logo for more info

# Contact

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Publishing: [IQads.ro](http://IQads.ro) | [SMARK.ro](http://SMARK.ro)

Services: [AdJob.ro](http://AdJob.ro) | [Calendar.IQads.ro](http://Calendar.IQads.ro) | [Catalog.IQads.ro](http://Catalog.IQads.ro) | [Research.SMARK.ro](http://Research.SMARK.ro)

Events: [ADfel](http://ADfel) | [AdBreak](http://AdBreak) | [CupaAgentiilor](http://CupaAgentiilor) | [SMARK KnowHow](http://SMARK KnowHow)

Projects: [TheCreator](http://TheCreator)