



Ваш надежный помощник

# SMM, Content Marketer

Львов,

Компания: Insoftex

Рубрики: [IT, WEB](#)  
[специалисты](#)

## Пожелания к сотруднику

Образование: не имеет значения

Опыт работы: обязателен

## Описание вакансии

### WHO WE NEED

Our company expands marketing activities and we invite a motivated and experienced Marketing Operation Manager to join our team.

In this role you will be responsible for overseeing and boosting all aspects of digital marketing operations.

You will be launching new demand generation campaigns, driving and improving their performance, and nurturing cold prospects to warm leads through various channels.

### Primary responsibilities

- Oversee marketing team activities. Drive performance metrics
- Improve end-to-end omni-channel Demand Generation processes
- Review details of ICPs. Polish client journey and sales proposals
- Compose, test, and measure clear messages to different target audiences
- Email marketing. Segment and nurture database. Create automated email workflows
- Website management. SEO. Research and optimise keywords. Work with designers and content team to improve conversion of landing pages
- Maintain data consistency and relevance, incl. CRM, for data-driven decision making
- Analyse and optimise conversion rates of different tools and channels. Track KPIs, including MQLs, SQLs, conversion rate.
- Analyse trends and optimise performance accordingly

### Skills and experience we are looking for:

- **2+ years of experience** in digital marketing for IT service company
- **Profound knowledge of various digital marketing tools and techniques** incl. content marketing, SEO, LinkedIn, email marketing, demand generation, CRM, marketing automation
- Enthusiastic to learn and pilot new marketing approaches
- Good understanding of CRMs, sales funnels, and metrics
- Excellent interpersonal and organisational skills
- Ability to prioritise tasks and strong multitasking skills
- Highly-developed attention to detail and strong analytical skills
- Ability to work independently in a fast-paced environment
- **Excellent verbal and written communication skills, incl. English (B2+)**

### Additional skills that will be an advantage:

- Bachelor's Degree in Marketing, Communications or related field
- Good understanding of Software Engineering
- Experience with Hubspot CRM
- Experience with WordPress CMS

### We offer:

- Remote work
- Decent salary
- Timely payment of wages

- Opportunity for self-realization and professional growth
- Paid vacation and sick days

Apply for a job

Write to us in email to [career@insoftex.com](mailto:career@insoftex.com), in telegram [@insoftex\\_company](https://www.instagram.com/insoftex_company), or via the form below

### **Контактная информация**

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