



Ваш надежный помощник

Marketing assistant, 30000 грн.

📍 Киев, 🕒 26 ноября

Компания: [Sempico Solutions Group LTD](https://jobs.ua/company/id/1636902) (<https://jobs.ua/company/id/1636902>) ([Все вакансии](#))

Рубрики: [Реклама, маркетинг, PR](#), [Офисный персонал](#)

Пожелания к сотруднику

Образование: полное высшее
Опыт работы: от года
График работы: полный рабочий день

Описание вакансии

SEMPICO SOLUTIONS LTD is a telecom company that develops its own CPaaS / SMS platform **Gatum** and provides services for businesses worldwide.

We work in the B2B segment (CPaaS, SMS, SMPP, telecom) and are looking for a **Marketing Assistant** who will become the “operational engine” of marketing and the **right hand of the CMO**.

Personal qualities

Systematic and organized: able to keep many parallel tasks in mind and in a task tracker.

Initiative: you suggest improvements, not just “shoot down” tasks.

Flexibility and an adequate attitude to feedback

Responsibilities Websites, SEO, CRO

Administration of the websites (sempico.solutions, gatum.io) via CMS: creating pages, updating blocks, publishing content. Support of **multilingual content** (EN/UA/RU/ES): publishing translations, checking consistency.

On-page SEO: title, description, H1/H2, internal links, alt texts.

Implementing **technical SEO changes** according to requirements (speed, redirects, tags).

Setting up and maintaining **goals/events** in Google Analytics / Tag Manager.

Assistance in launching **A/B tests** (creating page variations, collecting results).

Content and SMM (focus — LinkedIn)

Participation in preparing the **content plan** for the blog and LinkedIn.

Writing / editing **blog articles** (how-to, reviews, SEO articles based on briefs/structures).

Collecting information and preparing **customer cases** (structure, numbers, quotes).

Maintaining the **media kit, brand guide, and presentations** (updating texts, screenshots).

Preparing a **content plan** for the company page on LinkedIn.

Writing and publishing **posts on LinkedIn**, basic moderation of comments, tracking metrics (views, CTR).

Preparing **briefs for designers** (creatives for articles, social media, PPC).

PPC and tracking

Operational management of **Google Ads**: campaign and ad group structure, regular check of budgets, bids, search terms, negative keywords.

Launching and basic optimization of **LinkedIn Ads** (campaigns, audiences, creatives).

Standardization and maintenance of **UTM tagging** for all paid campaigns.

Preparing short **PPC reports** (spend, clicks, conversions, CPL).

Email marketing and automation (if needed)

Building and launching **email campaigns** (product news, onboarding, promo) in the chosen platform.

Maintaining **contact databases**: import, segmentation, cleaning inactive emails.

Setting up and maintaining **automatic flows** (welcome, post-demo, product updates) according to scenarios from the CMO.
Preparing **reports on email campaigns** (opens, clicks, unsubscribes, basic conclusions).

Product marketing support (Gatum) and sales materials

Updating descriptions of **Gatum features** on the website and in materials (according to requirements from the CMO / Product Owner).

Preparing **feature releases**: pages/blocks on the website, short texts for the blog/news, information for email.

Creating and updating **sales decks, one-pagers, product presentations and FAQs**.

Partnerships, conferences, contractors

Operational organization of **participation in conferences** (booking, materials, deadlines, merch).

Preparing **materials for events** (presentations, brochures, flyers, roll-ups — together with designers/contractors).

Assistance with **follow-up after events** (collecting leads, importing into CRM/spreadsheet, launching emails).

Operational support of **co-marketing with partners** (draft communications, collecting information, logos).

Communication with **external contractors** (design, PPC, SEO, copywriting, video): setting tasks, controlling deadlines, collecting feedback and revisions.

RequirementsMust-have

From **1 year of experience** in digital / performance / product marketing or in a marketing assistant/specialist position.

Practical experience with:

Google Analytics (Universal or GA4) and **Google Tag Manager**;

Google Ads (search campaigns, basic optimization);

LinkedIn (company page; LinkedIn Ads will be a plus);

CMS (WordPress or similar).

Basic understanding of HTML markup — ability to fix text/block/link in the layout without breaking the page.

Confident use of **PowerPoint or Google Slides** (updating existing and creating new presentations).

Experience in writing **texts**: articles/blogs, LinkedIn posts, draft email copies.

Confident work with **Google Sheets / Excel** (formulas, filters, simple summaries).

English not lower than strong B1 — for working with interfaces, documentation and creating content.

Attention to detail, responsibility for your tasks, ability to work with deadlines.

Nice-to-have

Experience in **B2B SaaS / telecom / CPaaS / IT products**.

Participation in organizing **conferences / events**.

Basic understanding of **SEO** (keywords, basic link building).

Your salary will be determined based on the results of the interview.

Контактная информация

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