



Ваш надійний помічник

Marketing Coordinator, Media; Entertainment Practice

📍 Харків,

Рубрики: [IT, WEB фахівці](#), [Реклама, маркетинг, PR](#)

Побажання до співробітника

Освіта:	середня
Досвід роботи:	не вимагається
Графік роботи:	повний робочий день

Опис вакансії

DataArt has been engaged in developing software and IT consulting for over 20 years. We implemented dozens of projects in the Media & Entertainment industry, such as solutions for record labels, platforms for organizing tours for artist, administering of licenses, analytical tools, and many more.

We are searching for a marketing coordinator in order to maximize the efficiency of our work. The specialist who's willing to take on the position will be participating in creating solutions for management tasks (coordinating business trips, maintaining contact between the company's departments etc.), administering the CRM system, and working with various social media (Facebook, Twitter, LinkedIn).

The specialist will also engage in preparing marketing materials, articles and presentations (also in English), planning and conducting marketing campaigns, and searching for various events our specialists can participate in and helping to prepare for them. At the heart of DataArt's corporate culture is unity in diversity. The potential employee must be prepared to communicate with colleagues remotely via Skype and Email. We're searching for a positive, energetic and disciplined specialist who can quickly learn the internal systems of the company and become a full participant of DataArt's team.

Responsibilities

Participating in the formation of the marketing strategy;
Planning and monitoring the marketing calendar;
Coordinating the writing and publishing of information: blog articles, news, press releases, etc.;
Coordinating the creation of various types of content: presentations, infographics, and videos;
Social Network promotion (Twitter, LinkedIn), personal/corporate page management;
Preparing and conducting paid campaigns on social networks (sponsored content);
Analyzing the effectiveness of SMM campaigns, preparing reports;
Developing a content plan and promoting the strategy on social networks;
Preparing and coordinating visits to professional exhibitions and other events.

Required Skills and Experience

1+ years of work experience in a similar position;
Solid English knowledge (no lower than Advanced);
Excellent knowledge of Internet marketing;
Understanding of B2B marketing features;
Experience developing a marketing strategy for a brand presence on social media;
Solid spoken and written speech (including in English);
Excellent organizational skills;
Computer literacy.

Additional Competences

Understanding of the principles and stages of developing IT projects;
Experience working in remote teams;
Experience working with SMM analytics, conducting paid campaigns on social networks;
Developed analytical and creative thinking;
The ability to participate in organized events;
Skills/experience writing texts, knowledge of SEO basics;
Knowledge of German.

DataArt offers:

- Professional Development:
 - Experienced colleagues who are ready to share knowledge;
 - The ability to switch projects, technology stacks, try yourself in different roles;
 - More than 150 workplaces for advanced training;
 - Study and practice of English: courses and communication with colleagues and clients from different countries;
 - Support of speakers who make presentations at conferences and meetings of technology communities.
- The ability to focus on your work: a lack of bureaucracy and micromanagement, and convenient corporate services;
- Friendly atmosphere, concern for the comfort of specialists;
- Flexible schedule (there are core mandatory hours), the ability to work remotely upon agreement with colleagues;
- The ability to work in any of our development centers.

Контактна інформація

Телефон: +38 (057) 727-08-27

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