

Digital Marketing Specialist

Location: Europe, preferably in Spain or Portugal

About this job:

Pareteum is in search of a seasoned Digital Marketing Specialist. The ideal candidate will be accustomed to working in a fast-paced and professional environment. You will need to be comfortable working with a talented and highly dedicated team of warriors who are often in a state of workflow agility and flux because of both organic and inorganic growth opportunities. We are seeking a specialist who is customer centric, demonstrates grit, possesses a robust knowledge of SaaS, and wants to be a part of an exciting, rapidly growing organizations with a fun, diverse, and inclusive culture. The ideal candidate will have a natural curiosity to know our business and must be a life-long learner. If you want to be an active member of this fast-moving highly collaborative team who embraces the spirit of always winning, then this opportunity is for you.

The Digital Marketing Specialist oversees the digital marketing strategy for the entire company.

What you'll do:

- Work with cross-functional teams to define marketing campaigns. Have a deep understanding of the buyer's journey so that we may provide the right content at the right time.
- Create impactfully, targeted, and effective marketing campaigns to increase awareness.
- Conceptualize and automate email marketing campaigns.
- Create forms, landing pages, emails, campaigns, lists, and reports.
- Carry out A/B testing on automated marketing campaigns to maximize results.
- Devise strategies to improve web usability and drive online traffic to the website.
- Develop, monitor, and optimize the performance of the website (Google Analytics and UTMs).
- Control website: post blogs, create pages, and others (WordPress).
- Utilize a range of techniques including paid search, SEO, and PPC.
- SEO strategy definition and implementation.
- Define, control, and optimize paid campaigns (Google Ads).
- Control expenses, for example, Google Ads.
- Control social media channels, LinkedIn, and Facebook.
- Participate in LinkedIn groups to promote content.
- Work with the team on social media strategies to test and optimize our channels.
- Design images for blogs, web, email, social media, and brochures.
- Report and administrate LinkedIn Sales Navigator licenses.
- Manage marketing relations with third parties, for example, AT&T.
- Support on webinars (GoToWebinar).
- Contribute to defining and reviewing the results of the Marketing Plan.
- Report progress every 6 months always using the Marketing Plan as a reference.

About you:

- **A minimum of a BA/BS**; preferably in Marketing.
- A minimum of **5 years'** experience in a similar marketing role, preferable in a telecom/technology/SaaS company.
- Working knowledge of CRM/Marketing Automation.
- Strong understanding of current online marketing concepts, strategy, and best practice.
- Experience in B2B, SEO, PPC, Email marketing, and social media.
- Fluently in English (writing, reading, and speaking).
- Control tools: WordPress, Pardot, Eloqua, Google Ads, Google Analytics, Canva
- Knowledge: Salesforce, Oracle CRM, LinkedIn Sales Navigator, GoToWebinar (Nice to have)

Do you want this job, and do you have the required skills and experience?

Then we invite you to send your resume/cv and cover letter, both in English, to Recruiting@Pareteum.com. Please include the job number and title in the subject line of your email.

About the company:

Pareteum Corporation is a fast growing, dynamic company with a recognized brand, offering challenges roles with opportunities for growth. This is a great time to join this Technology leader and help build a worldwide team of professionals in a culture where ideas are valued, initiative is encouraged, people are motivated, and enjoy a modern work environment. Visit our website for more information and to explore job opportunities: www.Pareteum.com. Equal Opportunity Employer.

The Pareteum family of companies includes:

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