

Marketing Specialist

Your Role:

We are looking for someone to join our Marketing team to create engaging and creative communications content, to promote the company, its activities and operations, both internally and externally. You will be involved in managing the company web site and all the social media accounts, as well as generating, editing, publishing and sharing content that boost awareness and promotes our corporate image.

Your main responsibilities include:

- Plan, optimize and execute digital marketing campaigns to engage target audiences and boost awareness;
- Update the Social media channels and company web site with content, posts, articles etc.;
- Measure and report performance of all digital campaigns, evaluate success and apply strategies for improvement;
- Perform ongoing monitoring of competitor companies;
- Research the outsource marketplace;
- Create and manage the entry forms for various local and international Awards competitions;
- Writing clear, attractive, persuasive content for websites, brochures, ads, and other promotional materials.

Our requirements:

- Excellent level of English language and computer literacy;
- University degree in Marketing, PR, Journalism or related;
- Previous professional experience with LinkedIn and Facebook;
- Experience in successful online marketing campaigns;
- Graphic design skills (Adobe tools) are considered as an advantage;
- Creative copywriting skills as well as editing and proofreading;
- Excellent time-management and organizational skills;
- Proactive and positive individual;
- Ability to work under pressure and meet deadlines.

In return we offer:

- Competitive remuneration;
- Personal development, and professional training programs;
- A great bundle of benefits including on site (subsidized) beauty salon, food vouchers , Gym and company transportation;
- Excellent multinational business environment and a friendly atmosphere;
- Great team of qualified professionals willing to help, guide, and coach you.

Excited by this career opportunity?

Then send us your CV and Cover Letter in English at donika.yordanova@60k.bg !

Disclaimer: Only short-listed candidates will be contacted.