



Marketing Assistant Coimbra (Portugal)

As a Marketing Assistant you will be responsible for the promotion of our software products in the global market and for the corporate communication activities. You need to understand well the existing tools for Digital Marketing and be always keen to understand the market and the product propositions. One of your main duties will be the creation of marketing collaterals and to help with the marketing campaigns. Our company works for the global market, with software running in more than 42 countries, so if you are looking for a career challenge this is the opportunity that you are looking for.

Key Responsibilities:

- Be responsible for all the marketing materials, web-site, product presentations, demo-videos, email campaigns and product collaterals
- Help developing the product positioning
- Market intelligence - Identify opportunities through market and competitor analysis
- Conduct customer assessment studies, following a well-defined methodology
- Develop effective product advertising campaigns
- Engage with engineering and sales teams to better leverage the potential of the products

Requirements:

- Must have excellent Communication Skills
- Must be highly fluent in English
- More important than a degree, the candidate should be knowledgeable about Digital Marketing, Business and Technology
- Should understand quite well how the Product companies can leverage the power of social networks
- Should have good skills of creative thinking
- Should be addicted to the use of Mobile Apps, either on iPhone or Android

Additional Information:

- Job Location: Coimbra (Portugal)
- Position Type: Full-time
- We offer a competitive compensation package as well as an environment conducive to personal and professional growth

[APPLY](#)