

# Social Media Manager

Coimbra, Lisbon - Portugal

In this position 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 40 countries, so if you are looking for a career challenge this is the opportunity that you are looking for.



## Key Responsibilities

- Be responsible for the company presence in social media, thinking of new ways to create user engagement;
- Produce user engagement reports to assess and improve campaigns' effectiveness;
- Be responsible for the internal and external corporate communication;
- Be responsible for the company presence in social media;
- Identify opportunities through market and competitor analysis;
- Conduct customer assessment studies, following a well-defined methodology;
- Develop effective product advertising campaigns;
- Engage with other teams to better leverage the potential of our products.

## Requirements

- Strong track-record working with social media;
- Knows how to leverage the power of social networks and user engagement;
- Experience preparing and presenting engagement reports;
- Excellent communication skills;
- Highly fluent in English;
- Can prepare excellent power-point presentations;
- Good skills of creative thinking.

## Additional Information

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

APPLY