

Social Media Manager

Coimbra - 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 all the marketing materials, website, product presentations, campaigns and product collaterals;
- 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

- Must have excellent communication skills;
- Must be highly fluent in English;
- Must be able to prepare excellent power-point presentations;
- Must be knowledgeable about Digital Marketing and Technology;
- Should understand how to leverage the power of social networks;
- Should have good skills of creative thinking.

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