

## **WEB CONTENT SPECIALIST for an International business/digital transformation agency**

We are an international agency highly specialized in digital transformation and business growth for tech companies looking to leverage their business in the Cloud.

Digital technologies are evolving at a high-pace never seen before and we strive to give every business the opportunity to grow and build their digital DNA. We assist top-notch technology companies worldwide through agile B2B digital marketing services and Cloud enablement to speed up their digital shift, reshape themselves and put new structures and strategies at their core.

We are now significantly expanding our team and we are looking to complete our digital team with an **experienced Web Content Specialist**. You would be joining a talented, multicultural team that strives for excellence in every facet of the projects we work on.

If after reading below you think you're the right person, we want to hear from you!

### **Summary of the Role**

The Web Content Specialist is responsible for supporting execution of all online marketing campaigns. This is an exciting hands-on role where you will work side-by-side with experienced business developers and specialists to successfully manage and deliver digital marketing campaigns. We are looking for a bright and ambitious individual who can operate in a dynamic and evolving team, is self-motivated, and passionate about online communications.

You must have strong written and verbal communication and analytical skills with the ability to communicate clearly with all levels of management. This position requires someone who is goal driven, can manage their time wisely and is organized.

You should have a unique blend of business and technical skills, as well as creative savvy. You are a detail-oriented self-starter, able to meet tight deadlines with flawless execution. You strive to stay on top of trends in the digital world and are always seeking for that extra edge. Problem-solving is in your nature.

### **Your Daily Tasks:**

- Support teams in research, ideas, setup and implementation of inbound marketing campaigns.
- Assist with campaign projects and activities including but not limited to social campaigns, content marketing campaigns, organic campaigns, paid campaigns and more.
- Help manage workflow and deadlines for campaign deliverables.
- Work with online marketing team and specialists to complete projects related to SEO and PPC.

- Conduct follow-ups and updates with team members for ongoing projects.
- Work with management and creative teams to identify opportunities to further improve campaign strategies and ROI based on client's business goals and marketing objectives.
- Communicate with clients as needed with campaign updates.

### **Your Qualities:**

- Preferred background in Marketing, Journalism, Business Technology.
- Fluent in written and spoken English (native or fluency at a bi-lingual level). This is a must, as you will be working with an English-speaking audience. Other major European languages are a plus.
- SEO experience, including a knowledge of internet, search, social and content marketing services.
- Ability to acquire in-depth knowledge of relevant technologies such as SEO, social media, content and local search marketing.
- General knowledge of Google Analytics, AdWords, WordPress and similar industry tools a must.
- Self-motivated with an enthusiasm for the web industry and emerging technologies.
- Critical thinking and ability to solve problems creatively and effectively.
- Goal oriented, with the positive attitude and high energy.
- Ability to deliver high-quality work with attention to detail.
- Confidence to pitch your ideas in public and ability to present your designs and sell your solutions to various stakeholders.

### **What's in it for you?**

- International trajectory: Working for a local company who thinks and acts globally.
- Working with leaders: Get used to interacting with “top notch” global technology companies.
- Innovative culture: Freedom to create, execute your ideas and make great things happen.
- Awesome atmosphere: Dynamic and creative working environment (frills included).
- Opportunities to grow: Take on responsibilities and get real-life on-the-job personal and professional development.
- Flexible work hours: Results are what matter.
- Compensation based on your performance and client satisfaction

### How to Apply?

- Please submit your application via email.
- To start immediately or as fast as you can.
- Include one-page CV in English (required) and a proof of your previous work/content/written pieces.
- Add a tweet phrase about why would you like this job or a short motivation letter.
- This is an in-house position, based in Ljubljana, Slovenia. **Working EU visa is a must** (we don't sponsor). Overseas applicants must prove their eligibility to work in EU to be considered.
- Contact person: Paula Fernandez | e: paula.fernandez@consalta.si | www.consalta.si