We are currently searching for an Employee to join our team for the position of:

**(Junior) DiGITAL MARKETING SPECIALIST**

We are looking for a passionate, strategic and action-oriented (Junior) Digital Marketing Manager to support our marketing activities in promoting our services and tech-brands locally and internationally.

Workplace: Warszawa

Description:

**Rhenus Data Office Polska Sp. z o.o.** is part of an international company with a varied product portfolio, which has been operating in Poland for 20 years. We provide services for business both domestically and abroad, which include intelligent automation of business processes, digitization, cutting-edge Business Process Outsourcing center, storage and shredding of documents and media destruction.

We consistently realize our mission which is to connect people with technology, so that they can achieve more.

We change the Clients’ way of work to make better use of the so-called intelligent IT technologies, which provide digital transformation of processes by virtualization and proper interpretation of events. They also help reduce repetitive and manual tasks within business processes and analyze digitized databases faster and more accurately, which in turn support decision processes.

Our unique service is an innovative combination of benefits for Clients (e.g. partial virtualization of FTEs), technological stack used in solution development (software-robotics, AI, business services and digitalisation technologies) and cooperation model (e.g. rent a robot).

We create automation solutions for Clients in Poland, Germany, France, Switzerland and the Netherlands. We are also the first robotics center of excellence in Poland with the certificate for managing information security ISO 27001.

Rhenus Data is a solid and reliable partner in the turbulent times of digital transformation, which is best proven by having almost 2 000 active Clients.

Key responsibilities:

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| * Preparation and realization of sales and marketing strategies * Active control and optimization of our lead management process * Co-creating multi-channel automated workflows in Marketing Automation systems, focused on acquiring and engaging clients * Cooperation with social media agencies (coordination of chosen SM channels) * Running multi-channel campaigns in Google Ads and LinkedIn personally * Developing SEO strategy in the company - from key phrases analysis and identification, through content optimization and on-site maintenance (in cooperation with a Copywriter), to off-site backlink acquisition * Using analytical skills - from Google Tag Manager, Google Analytics and social media channels configuration (LinkedIn, Facebook, Twitter) to data analysis, gathering insights and translating them into actions (for SEO, SEM and UX purposes) * This includes keeping an eye on market trends, analysing the market behaviour and strategies of our competitors * Keeping up-to-date with the activities of the industry. * Providing assistance to our sales team in preparation and delivery of webinars and workshops on MS Teams and Zoom. * Writing high-quality content for our website and blog * Monitoring and enforcing realization of KPIs |

Requirements:

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| * Documented successes at similar positions * A university degree in Marketing, Business Administration or in a related field of study. * Ability to create and optimize sales funnels and transfering marketing goals onto advertising content aimed at relevant target groups * Minimum 1 year of experience in developing SEO strategies (key phrases identification, optimization), in web analytics (Google Analytics configuration, data analysis and gathering insights), in website administration, knowledge of CMS and WordPress, * Experience in running B2B digital marketing campaigns in a technology company, * Creating and optimizing e-mail content and marketing automation, * Experience in running social media channels (Facebook, Instagram, LinkedIn, YouTube), ability to create marketing content is an additional plus, * Polish native, good command of English (at least C1) and impeccable writing skills * Willingness to follow digital marketing trends and using the knowledge in the company's marketing strategies, * A creative, open-minded, self-driven, and proactive approach |

Our offer:

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| * Employment contract * Possibility of remote work part of the time and flexible working hours, * Direct cooperation with the company’s top management related to development of strategic projects, * Additional benefits such as bonuses for achievement of individual quantitative targets, yearly bonus for department results and project bonuses, * An organizational culture that values employees' independence and initiative, * Environment to grow and develop professionally by working for brands with huge potential, * Ability to learn and develop cutting edge technologies and agile ways of working, * Holiday gifts, * Co-financing of: Multisport card, Life insurance and medical package, * No formal dress code.     We will be happy to welcome you to our team from June 2021  How to apply:  Please submit your application (CV and cover letter or a short essay) via e-mail to:  dreamjob@pl.rhenus.com within 14 days of this advertisement’s publication **with your financial expectations**.  All candidates are guaranteed full discretion. Please note that we will contact selected candidates only. |