

MARKETING SPECIALIST

At ADEO WEB we put our people first. We build projects and products that create impact for our clients. From innovative projects like ACER, Lenovo, a leading book publisher in Baltics Alma Littera, Electronics leader Topo Centras, world-wide pharmacy and manufacturer giants, enterprise services platform Maistro to pioneering SaaS product PassCamp – a password manager for teams. ADEO WEB has offices in Kaunas, Chicago and Stockholm with fast growing international teams.

RESPONSIBILITIES

- Develop, plan, manage and execute external communication.
- Continuously pitch media to share engaging information about brand.
- Communicate brand message across media.
- Produce and publish online content including press releases, blog posts.
- Create and manage content for effective social media campaigns while collaborating with social media ads specialists.
- Create and manage web content that engages and educates brand audiences.
- Compile, write, and edit brand news to external newsletter.
- Manage and maintain promotional marketing materials including brochures, presentations and web content.
- Manage the process of making audio, video and pictures.
- Effectively implement employer brand strategy to promote brand in career trade shows.
- Organise external events to communicate brand message.
- Work closely with designers team, social media team, project managers team, product team and executive shareholders.
- Close communication and support to Chicago and Stockholm offices.

MINIMAL QUALIFICATIONS

- Proficiency in English language (C1 level)
- Experience in copywriting
- Excellent time management, delegation, strategic thinking and diligence

PREFERRED QUALIFICATIONS

- Experience in B2B or B2C marketing
- Experience in product marketing, preferred with a background in digital
- Experience in volunteering
- Interest in IT world
- Experience in writing press releases

THESE WILL HELP YOU TO STAND OUT

- IELTS, TOEFL certificate or C2 level in English
- Experience in creating of communication strategy and implementing it
- Deep understanding of follow up execution, results, return of investment

INTERESTED IN THIS JOB OPPORTUNITY? THEN WE WANT

TO MEET YOU! SEND US YOUR CV AND YOUR FAVORITE

WRITTEN ARTICLE TO CV@ADEOWEB.BIZ.