

## **Strategic Marketing Lead**

**Type:** Permanent - Full Time

**Location:** Hybrid (Bogotá, Colombia)

### **Description:**

Looking for a dynamic, hardworking marketing lead to support our global marketing team with B2B marketing efforts within the Industrial, Medical Devices and Semiconductor/Electronics industries. As a Marketing Lead you will execute upon a variety of marketing activities while implementing campaigns that attract potential buyers and new sellers within your 3 designated industries.

This is a hybrid position, working out of our Bogotá office on a bi-weekly schedule.

### **Job Duties:**

- Email Marketing - Execute targeted email marketing campaigns (Marketing Emails and 1-to-1 text based emails) to promote equipment for sale, auction events, and services
- Call Lists - Create call lists for Equipment Sales and Corporate Prospecting teams to help promote relevant projects
- Database Building - Research new contacts and/or companies to add to our database based alongside cleaning out database and removing inactive contacts
- Website Landing Pages - Assist in managing/updating our industry specific landing pages through WordPress and create project landing pages through our internal content management system
- Content - Research industry specific topics and trends to create engaging content for blogs, infographics, videos, etc.
- Digital Marketing - Create campaigns with digital marketing efforts, including third party advertising and social media efforts to promote supply efforts and auction events
- Tradeshows - Coordinate trade shows and the development of all tradeshow marketing collateral
- Support our Strategy and Analytics Lead on any going database clean-up and expansion projects for all industries and regions

### **Requirements:**

- English native speaker or Advanced C1
- 1-3 years' experience in the field of Marketing
- Proficiency in Microsoft Office programs
- Excellent written and verbal communications
- Ability to work independently and as part of a team
- Good with time management and organization
- Experience in marketing and campaign management
- Experience with WordPress is a plus but not required
- Experience with Adobe Suite is a plus but not required

### **Contact:**

Email Resume to: [Human Resources - Marketing](#)