

US Inbound Marketing Project Lead

We are looking for a Part time Marketing Project Manager in charge of driving Online Campaigns and Operations in US English, for our B2C clients on the US Market.

Freelance Mission with 60/80 hours per month for 8+ months commitment.

Key Responsibilities

The **Inbound Marketing Project Lead's role** is to manage, on a weekly basis, several Digital Marketing activities for multiple clients in various markets.

She/He will have to implement, operate and analyze activities using skills such as:

- Project Management
- Marketing Planning
- Marketing Automation
- Reporting & Web Analytics
- Digital content & Assets Production
- Email Marketing
- Blogging & SEO
- Influencer Relationship Management
- Advertising Management
- Community Management

She/He will have to :

- Pilot and follow up **Lead Generation** and **Lead Management** activities. Thus, she/he will produce, publish, test and operate marketing assets (Campaigns, Landing Pages, Mails..) using tools like Mailchimp, Unbounce, Constant Contact, Hootsuite, Infusionsoft, etc.
- Manage **e-Commerce growth operations** while animating a commercial calendar, **grow traffic** thru inbound tactics, **increase sales** via conversion rate optimization techniques and **improve customer retention** via flawless customer experience management.
- **Provide regular reportings** so as to ensure a **weekly/monthly monitoring** of the implemented actions and their results.

The Inbound Marketing Project Lead will work in direct coordination with the Operation Manager as well as the clients, the ones who define

- marketing strategies and orientations,
- campaigns to be developed and implemented,
- program, correct and coordinate the production before implementation.

Candidate Profile and Requirements

Required Qualifications

2 or 3 years Digital Marketing Experience

- The candidate must count with valid 2/3 years experiences in Digital Marketing Campaign Management using medias such as Email, Online Advertising, Web Publishing, Social Media, Online Copywriting, Ecommerce.
- The candidate is strongly oriented toward Digital Marketing Topics and B2C businesses. A B2B knowledge is a valued plus.
- The candidate have professional experience/reputation. She/he have an university profile with Marketing & Advertising, Communication and Business Administration majors.

Multiple Projects Management Capacity

- The Inbound Marketing Project Lead will have to manage several concomitant projects in which she/he will be operating various marketing activities, coordinating many productive resources, monitoring multiple operations and giving regular visibility to the Operations Manager as well as to the clients. Be square.
- The candidate will also have a strong sense of organisation. She/he will know how to prioritize actions to be done in short, medium and long term.

Flawless Writing & Communication Skills in US English

- The Inbound Marketing Project Lead must have an excellent written communication in US English. You'll be asked to correct this job description as it desperately needs it...
- She/he must master grammar, and be proficient in cordial, colloquial as well as everyday life US english. Precision and Clarity are essential in the content writing of digital pieces. An experience in Ad Copywriting will be positively valued.

Excellent Customer Service

- The Inbound Marketing Project Lead will be responsible for maintaining, building and growing client relationships by generating the right expectations, meeting objectives and managing the daily communication with the interlocutors.

Rigorous Analytical and Details Oriented Mindset

- A perfect handling of excel as well as other key concepts of performance marketing reporting is must have to operate our activities. An analytical mindset and the capacity to propose analysis and recommend options are expected.
- In this function, extreme attention to details is just essential. We need you to spot all inconsistencies which may appear in our communications (even in this job description).

Autonomous Learning Ability

- The Inbound Marketing Project Lead is driven by curiosity, and have the will and the capacity to learn autonomously advanced Inbound Marketing and Digital Marketing concepts.
- She/He is interested in discovering various business sectors and markets.

Respectful of Accepted Commitment

- Responding to our clients needs and meeting expectations is important to us. We need the candidate to respect in a timely and quality fashion all the commitments that he will undertake when conducting the tasks.

Preferred Qualifications (Non-exclusive)

Valid Digital Marketing Certification(s)

- Having such Certifications as Google Partner (Adwords basic, Advanced in Search - Display - Youtube - Shopping, Analytics), Hubspot Inbound, Facebook Blueprint will be positively valued in the Profile evaluation.

Be an Internet “Power User”

- We appreciate the knowledge in topics such as SEO, Blog Management, Handling of Social profiles, use of MicroBlogging Systems. Do not hesitate to share them as experiences to illustrate your profile.

Knowledge in Industries/Activity Sectors

- All knowledge in specific industries(Tourism, Consumer Products, Cosmetics, Business Services, IT, Financial Services, Education, etc) is a highly valued Plus.

Mastery of Spanish Language or any Other

- The mastery of any other language such as Spanish, French, Portuguese, etc. will be an appreciated asset to integrate our team.

Be an Initiative Taker

- Taking initiatives, Proposing new Ideas, Challenging the Status Quo to improve efficiency in your own tasks and processes or to deliver better results are to be valued in a most positive way.

About Soyculito

Soyculito is a human size agency based in Buenos Aires (Palermo). We are specialized since 2006 in creating value using Inbound Marketing for clients in Latin America (Argentina, Uruguay, Colombia, Mexico...) but also in United States, Canada and Western Europe. We are proficient and run marketing activities in Spanish, English and French.

Our clients portfolio covers various business sectors (B2B, B2C, etc.), many industries (Cosmetics, Consumer Product, IT, Insurance, Tourism, Education, etc.) and all company sizes (from Small Businesses to Corporate).

What we Offer

Soyculito offers a pleasant "start-up à la française" working environment evolving in the exciting world of Digital.

We count with rich business perspectives in North America and we aim to share them with our collaborators. We are committed to offer professional and personal development opportunities to all collaborators who show dedication, initiative and performance.

We will give trainings in all things related to digital marketing, personal branding development, and digital tools. We offer an exclusive and unlimited access to our marketing resources library as much as the best specialists.

Hiring Conditions

This mission is part time on the basis of **60h to 80h per month** with **4 months commitment MINIMUM** in a first phase. We are interested in making this position full time as we sum clients and projects in the US.

At 4 months term, depending on business performance and candidate's will, we will offer a permanent position in part or full time.

The candidate will be **Freelance in Argentine "Monotributista" Mode**. We will pay at an agreed fixed hourly rate in AR\$, in 7 days or less after invoice presentation. In certain conditions we may also offer **additional performance bonuses in AR\$** (or even U\$D). The candidate's **experience, quality in communication** as well as **productive efficiency** will be considered when evaluating the economic conditions and hourly rate remuneration.

Our office is in Buenos Aires, few blocks from Alto Palermo. If we offer a certain flexibility regarding the work place, we require the candidate to be in our office at least 3 times a week to participate in follow up and operational meetings.

We offer laptop and appropriate tool set in the office but the use of personal tools is possible.

Applying / Selection Process

Send us your CV with your conditions to : rrhh@soyculto.com using the Ref: 2017H1-IB-PM-US

Our selection count with 3 stages :

1. Online Test including Writing and Situation testing
2. Personal or skype interview with a Senior Project Leader
3. Personal or skype interview with the Executive Partner

When integrating our team, the collaborator enters a 4 to 5 days training process in which he will become familiar with Inbound Marketing tools and gets certified. She/He will also develop and activate a mandatory personal branding plan.

From the second week, he will start to be active on our clients projects.