

Junior Digital Marketing Specialist

Company: Terabee, High-Tech sensor and sensing solutions company

Location: France, Saint-Genis-Pouilly, (5km from Geneva airport)

Contract: Full-time

Reporting to: Victor Cembranos (Lead Digital Marketing Specialist)

Job Description:

Terabee is a dynamic and fast-paced technology company that designs, develops and manufactures 2D and 3D sensors as well as thermal cameras, bringing new ideas and unique solutions to Robotics, Level Monitoring, IoT and Smart City challenges.

We are now seeking a motivated and self-driven Junior Digital Marketing Specialist to scale our paid advertising strategy and join our growing team! You will operate within a highly stimulating and international environment. You will be a team worker with a creative mind, a sense of initiative and a can-do attitude.

Role and Responsibilities:

In this role, you will enable the Marketing team to achieve its business and revenue goals. In particular, the role will include:

- Focus on paid growth channels by creating and executing PPC campaigns on Google Ads
- Test and execute paid social media campaigns LinkedIn
- Create landing pages and improve UX optimized for paid advertising conversion
- Creating, managing, and optimizing website content
- Support on execution of the communications calendar, by coordinating tasks with freelancers
- Assist in the delivery of successful product launches by setting product pages and uploading corresponding documentation
- Be an active member in relation with business planning and reporting of active campaigns

Profile:

- 1 year experience executing and managing Google Ads (LinkedIn advertising campaigns would be a plus)
- 1 year experience using a CMS (Ideally Wordpress)
- Suitable education, training or experience in the tasks related to this role
- Affinity for marketing disciplines and a customer-centric mindset



- Excellent command of the English language with an ability to communicate clearly and concisely in both written and verbal form
- You'll be structured and organized, able to plan and execute work on time and with a minimum of supervision
- An ability to multitask and show both enthusiasm and reactivity for learning new disciplines

This is a great opportunity to join a fast-paced company in a high-growth stage where opportunities for personal growth and development abound.

Please send your CV and a letter of motivation to careers@terabee.com with the subject line "Junior Digital Marketing Specialist". We look forward to receiving your application.