

# Digital Marketing Specialist

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

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

**Contract:** Full-time

**Reporting to:** Greg Watts (Marketing & Technical Sales Director)

## Job Description:

Terabee designs and manufactures innovative sensors and solutions for the Smart Building market. We are leaders in Time-of-Flight sensing, sensor modules, embedded software, and ready-to-deploy solutions to help with building efficiency and occupant wellbeing.

We are now seeking a motivated and self-driven Digital Marketing Specialist to 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.

## Primary Responsibilities:

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

- Generate leads that convert to qualified pipeline, based on product focus
- Manage your contributions to the Terabee marcomms calendar of communications in cooperation with other members of the Marketing and Communications team
- Interface with our web agency for website performance and UX enhancements and to ensure Call to Action (Hubspot forms) are robust and optimized
- Develop and execute the on-site SEO strategy and oversee off-site SEO creation (articles, backlinks, referrals, partnerships) including maintain and update annual running total of SEO articles produced by external supplier, develop briefs, ensure quality of supplied articles, assist with approval process
- Drive the execution of PPC and Search Engine Advertising strategy (Google Ads and LinkedIn Ads)
- Measure KPIs, report on progress in Monthly Functional Report, quarterly reporting, and seek continuous improvement against revenue targets
- Actively contribute new ideas for digital marketing campaigns, including visuals, videos etc. for social media, newsletters, Google and LinkedIn Ads, events such as webinars and other
- Be the Marketing and Communications main contact person for Hubspot, with the related actions that entails including overseeing the Marketing and Communications database contacts

## Other Responsibilities

- Create briefs for visuals and graphic design, review concepts and designs to ensure the brief is met and work is of the highest standard, project manage process with outside designers/suppliers when necessary
- Add approved content to our website via WordPress to build web pages that conform to Terabee standards and brand guidelines, and deliver website ongoing maintenance/content updates as required
- As required, assist with, and/or conduct, markets and competition analysis to help Terabee optimize its marketing efforts
- Assist with business process improvement within the marketing team
- Support the Marketing Director, CEO and CFO on relevant ad-hoc tasks as needed

## Profile:

- 2+ years experience in the same or similar role
- Affinity for digital 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 growing company where opportunities for personal growth and development abound.

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