

Digital Marketing Executive (M/F)

Power Technology Research LLC (PTR) is a United States/Germany based bespoke market research company with a focus on power grid and e-mobility equipment market research. We are a very lean and fast-moving B2B company, investing and/or pivoting to capture the most market demand possible.

We are looking for a growth hacker to communicate our expertise and value to our prospects by establishing a powerful brand through inbound and outbound methods. As our digital marketing person, you will take charge of the company's marketing activities including digital marketing, content creation and relationship marketing. Given our services and current position in the market, you'll experience more about growing a small company than anywhere else while you shape our inbound marketing strategy along with the founding team.

What will you be doing:

- Planning, developing and maintaining company's website incorporating feedback from web analytics.
- Social media marketing using LinkedIn as the primary platform, exploiting the potential of LinkedIn groups, organic reach via content and targeted campaigns.
- Content creation, management and distribution including collateral around services and content (blog posts, whitepapers, reports, infographics, videos etc.) from the analysts.
- Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation via content.
- Relationship marketing including affinity marketing partnerships for link building and co-branding.
- Market research and competitive analysis to identify gaps in the company's marketing, to modify marketing strategy as trends change.

Who are we looking for:

- You have a BA/BS or an equivalent degree.
- You have initial experience and/or understand concepts of digital and content marketing.
- You have knowledge of search ranking and optimization factors and can stay up to date on algorithm changes.
- You have excellent organizational skills to work independently and a will to implement and try your ideas.
- Decent proficiency in Adobe Creative Cloud (primarily Photoshop and Premiere) or similar software.

Bonus Skills:

- You have experience building your own business (of any kind).
- You have past experience of implementing inbound marketing and setting up marketing automation.
- You have basic knowledge of HTML, CSS or JavaScript.

Your benefits:

- Market competitive salary.
- Time when you need it – flexible hours and vacation.
- Incredible career progression in a fast-moving company.
- Working with an international team across three continents.
- Opportunity to shape a brand from a very early stage and own its success.

If you are looking for a challenging job which will show you what agile business growth is all about, please send you CV to hassan.zaheer@powertechresearch.com. In case you have any questions, please do not hesitate to reach out.