

## MARKETING MANAGER (M/F)

Are you a talented and prolific content creator? Can you attract and convert site traffic into leads? Are you passionate about SEO and SEA? Do you have fresh social media marketing ideas?

We are looking for you!

### **INTRODUCING LINKFLUENCE**

Linkfluence is a leading Social Data Intelligence company, offering organisations a unique approach to monitor, analyse and leverage social media. Founded in 2006 in France, Linkfluence has achieved more than 50% yearly growth for the past 3 years and has offices in the UK, France, Germany, China, and Singapore. We work with over 350 brands, agencies and public organisations including Danone, Sanofi, McDonald's and Publicis analysing more than 130 million posts per day from over 300 million sources in 61 languages.

You will be working with a young, energetic and rapidly growing international team of over 200 people. We are looking for passionate and smart people to help us shape the future of social data intelligence.

### **THE ROLE**

You will be part of an international team executing our global and local marketing strategy. The role will involve close collaboration with peers in Germany, France, and China. You will report to the UK Chief Operating Officer and support the UK sales team. You will be supported by the HQ Communications & Marketing leads.

Your objectives:

- Increase brand awareness in the UK market
- Ensure the coherence of our brand image across communication channels
- Drive the success of all our marketing and communications activities
- Be the company champion for SEO and marketing automation

Your missions:

- Build and manage a content plan in collaboration with HQ to reach a qualified audience through blog posts, whitepapers, eBooks, reports, webinars, infographics, etc.
- Generate and grow site traffic and convert this to sales leads through smart content, calls-to-action, landing pages, and lead generation content
- Optimise content (SEO, SEA, lead generation)
- Manage Linkfluence's social media profiles in the UK, including Facebook, Twitter, and LinkedIn in coordination with HQ
- Manage paid ad campaign (AdWords, Twitter, LinkedIn promoted posts)
- Establish closed-loop analytics with the local sales team to turn inbound marketing activity into leads and sales
- Monitor our company and the social media intelligence industry to identify trends and opportunities
- Identify and propose new ways to engage our target audience
- Manage and improve organic search engine performance to meet KPIs (CTR, traffic, conversion rate)
- Manage email campaigns, including lists, template design and content creation
- Assess industry events and organise attendance
- Manage UK marketing budget alongside UK management team



## **ABOUT YOU**

- Love for start-up environment
- 3+ years' experience in B2B marketing, ideally within a digital marketing or social media intelligence business
- Native level of English, second language appreciated (French, German or Chinese a plus)
- Outstanding writing skills
- Strong experience of marketing automation tools (Marketo, Hubspot,...)
- SEO and SEA knowledge
- Intermediate or advanced user of Adobe Creative Suite
- Hands-on & can-do attitude
- Team player
- Degree level education

REMUNERATION AND BENEFITS: Competitive, dependent on experience

START DATE: ASAP

CONTRACT TYPE: Permanent

PLACE OF WORK: Liverpool Street, London. We work in a cool co-working space in Spitalfields, offering tonnes of opportunities to network and socialise outside the team.

*Send your CV and tell us why you would like to join us at: [jobs-uk@linkfluence.com](mailto:jobs-uk@linkfluence.com)*