

## MARKETING EXECUTIVE

Linkfluence is a leading Social Data Intelligence company, offering organisations a unique approach to monitor, analyse and leverage social media. Thanks to our social media intelligence platform Radarly and the associated services, Linkfluence captures and analyses more than 200 million posts per day from over 300 million sources in 61 languages.

Founded in 2006 in France, Linkfluence has more than 200 talented people in its offices in the UK, France, Germany, China and Singapore and is growing strongly. We work with over 350 brands, agencies and public organisations including worldwide-known companies such as: Danone, LVMH, Ford, DBS, Korean Air...

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

### MISSIONS

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

Your objectives:

- Increase brand awareness in the APAC market
- Ensure the coherence of our brand image across communication channels
- Contribute to the success of all our marketing and communications activities

Your missions:

#### **Content**

- Participate in the definition and implementation of the content strategy
- Execute the content plan in collaboration with HQ to reach a qualified audience through blog posts, whitepapers, eBooks, reports, webinars, infographics, etc.

#### **Acquisition/Analytics**

- Participate in activities to improve 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)

#### **Inbound/Outbound Marketing**

- Create and implement inbound/outbound marketing activities (prospecting campaigns etc.)
- Manage data/marketing tools (HubSpot, Wordpress etc.)

#### **Social Media & Community Management**

- Manage the company's presence on social media platforms and find creative ways to engage users
- Interact with users and manage our community by carrying out a compelling editorial strategy

#### **Events**

- Organise the company's participation in industry events (logistics, follow-up etc.)

## **ABOUT YOU**

- Degree in Marketing or a related field
- At least 2 years' of experience in B2B marketing, ideally within a digital marketing or social media intelligence business
- Love for start-up environment, hands-on and proactive work attitude
- Excellent level of English and Chinese, third language appreciated (French or German a plus)
- Outstanding writing skills in English and Chinese
- Experience in managing marketing automation tools (Marketo, Hubspot,...)
- Good SEO and SEA knowledge
- Team player with good organizational and time management skills

SALARY: Competitive, dependent on experience

START DATE: Asap

CONTRACT TYPE: Permanent

PLACE OF WORK: Singapore office (Capital Tower #12-01, 168, Robinson Road, 068912 Singapore)

*Send us your resume and tell us the reasons why you would like to join us at:*  
***Jobs-SG@linkfluence.com***