

Plytix is hiring

Digital Marketing Manager

Who is Plytix?

Plytix is a Product Information Management platform designed by content people, for content people. Ideal for small and medium sized businesses.

We work with brands and retailers all around the world, with presence ranging from the U.S all the way to Hong Kong. We specialize in a multitude of industries including, action sports, home & design, health & beauty and more.

Working for Plytix means being motivated beyond a competitive salary. Plytix is first and foremost a team of entrepreneurs, all devoted to a common mission. We aspire to excellence, and operate with extreme ownership in every aspect of our operations. Therefore, our corporate culture has more resemblance with a professional sports team or special force unit, than a software company.

Simply put, we are looking for people with more than just a great CV and good grades. We are looking for ambitious people with insatiable drive, and a “whatever it takes” attitude.

Your Role

As a Digital Marketing Manager, your job is to aid in planning, implementing and managing the overall digital marketing strategy. You will be delivering content, monitoring campaigns, making data-driven decisions and contributing heavily to the success of the inbound marketing strategy.

Location and Working hours

Malaga, Spain.

Monday - Thursday 9 - 17:30

Friday 9-15:00

Responsibilities

- Create awareness of and develop the brand you're marketing
- Support the marketing team in delivering agreed activities
- Conduct market research
- Produce creative content, including videos, webinars and blog/quora posts etc
- Maintain and update customer databases
- Write and proofread marketing copy for online campaigns
- Help create and run marketing plans, advertising, PPC marketing and email campaigns & more
- Evaluate and review marketing campaigns, advertising and SEO to make sure the correct mediums are being used and campaigns are effective
- Monitor and report on competitor activity.

What are we looking for

Someone fun with an entrepreneurial spirit who is driven and self-motivated. The ideal candidate must be able to think strategically, achieve results, have an eye for detail and be full of creativity. A genuine love for writing, data and also tech, are essential traits for the candidate to succeed in the position.

Must have:

- Solid writing, editing and conversation skills in native English
- 3+ Years of Marketing Related Experience
- Strong analytical and problem solving skills
- Good knowledge of all different digital marketing channels
- Good knowledge and experience with online marketing tools and best practices
- Experience with SEO/SEM, Google Analytics and CRM software

Nice to have:

- Experience with supporting IT
- Experience within Saas, B2B and e-commerce
- Experience using Hubspot CRM
- BSc degree in Marketing, Digital technologies or relevant field

Perks & Benefits of working for Plytix

Where do we start? Founded by two former Google employees, the world-renowned company culture has bread into Plytix! From working in a Spanish mansion in El Palo, Málaga (not Parque Tecnológico - yayyy) with easy parking, and daily lunch provided, to bean bags, flexible working hours and team activities (like trips to Tarifa), Plytix' most important asset is company-culture!

What do we need from you?

- A letter, or video, of motivation, where you explain who you are, why you are a great fit and how you can contribute to the success Plytix and our Marketing Team
- LinkedIn profile
- CV

Once you've got all of these together, please send them to heather@plytix.com