

Colombia Jobs Expertini®

Head of Marketing and Content - Indefinite term - WFH - Colombia

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Company: FiltaGlobal

Location: Colombia

Category: business-and-financial-operations

An amazing US-based company that revolves around fostering robust partnerships and harnessing state-of-the-art technology to empower influencers. We are seeking professionals experienced in the e-commerce market, particularly with Amazon, the largest platform in the industry. You must have a workstation that is set up in a safe and secure location at home with stable and reliable internet. Salary 5.000.000 M and 7.000.000 M COP. Working hours 9:00 AM to 7:30 PM, Colombian Holidays off. Benefits An indefinite contract that includes all the Colombian government benefits (13th-month salary, unemployment insurance, interest on unemployment insurance, health care service, pension, labor risk administration, 15 vacation leave per year of service). 5 additional Paid Time Off per year accrued from day one. Paid birthday leave Private Healthcare with Dental insurance for the employee and one dependent within the 1st month. About the role Reporting to the Co-founder and lead of product design of the company based on the US, you will be responsible for crafting and implementing dynamic marketing strategies across diverse platforms, aimed at amplifying the visibility of the company's offerings. Key responsibilities Develop and execute comprehensive marketing strategies to promote the company's products and services across various platforms. Create engaging content for the company's blog, website, and LinkedIn profile to effectively communicate with our audience and drive engagement. Identify Improvement Opportunities, and assess and identify areas of improvement and potential within our marketing content and strategies. Evaluate and enhance the visual appeal and effectiveness of our marketing materials, ensuring they align with the company's brand identity and objectives. Develop compelling content for

podcasts, leveraging industry trends and company insights to captivate our target audience. Ideally, you will have the following experience and qualifications Minimum of 1 year of experience in marketing-related areas, demonstrating a solid understanding of marketing principles and strategies. Robust understanding of paid performance campaigns on Amazon, including familiarity with Amazon's advertising platform and best practices for driving results within this ecosystem. Proven track record of successfully developing and optimizing cost-effective and high-performing paid search campaigns, showcasing expertise in driving results and maximizing ROI. Deep understanding of targeting creative audiences and platform optimization techniques, with a focus on delivering targeted and impactful marketing campaigns. What's Next? Ready to make a move? Hit Apply, attach your CV & portfolio, and share your story through our quick questionnaire. As this is an urgent requirement, if you want to fast-track your application, please email María Espitia at maria@filtaglobal.com and connect with her at <https://www.linkedin.com/in/maria-jose-espitia-morales-rh> . Please note you must be a Colombian citizen and submit your application in English. Powered by JazzHR

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