

Colombia Jobs Expertini®

Marketing Communications Manager

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Company: Vertiv

Location: Colombia

Category: other-general

Develop and execute Vertiv Public Relations for the Latam Region with the Regional PR Hub agency to proactively identify market communications opportunities, boost brand visibility, and grow the business pipeline.

Manage the company's social media strategy and social media employee amplification initiatives for the Latam Region

Description:

Research, develop, and implement internal and external communication strategies to build brand awareness and increase visibility.

Collaborate effectively with content, creative, latam marketers, and product marketing teams to assess project needs and opportunities that drive content creation.

Oversee the content writing team's workflow and work assignments to ensure effective, consistent, and quality work.

Ensure external content is optimized for SEO and readability.

Identify and help create opportunities to share internal news and strategies from our senior leaders with the global team.

Ensure brand compliance and consistency across partners, distributors, and third-party agencies, as well as maintain the Vertiv collateral and web portals (public website, partner portal, and sales portal).

Manage multiple assignments within deadlines while maintaining consistent quality.

Proofread and edit content written by yourself and other team members.

Write, translate, and research content for marketing campaigns from NA, EMEA, or China.

Support product launch campaigns. These include looking for original files to translate, modifying specifications, and obtaining approval from offering managers.

Maximize value and usage of existing Analyst Relations subscriptions as a driver of integrated comms excellence.

Stay current with market trends, products, and services intelligence.

Requirements:

Experience leading a team of 3+ people.

Exceptional writing, editing, and proofreading skills with an eye for detail, language, flow, and grammar.

Motivated, self-starter, eager to learn.

Excellent organizational skills and multitasking ability.

Strong working knowledge of the digital platforms used by the company, including web content management system, Eloqua - marketing automation platform, Sprinklr Social Media platform.

Excellent verbal and written communication skills in English, Portuguese, and Spanish.

Knowledge of Windows and Microsoft Office, including Word, Excel, PowerPoint, Access, Outlook, and Sharepoint.

Intermediate knowledge of layout and graphic design. Capable of guiding internal clients and graphic designers to an effective final piece.

Excellent interpersonal skills with a positive attitude.

Close attention to detail, follow-up, with an extreme sense of urgency and perseverance.

Experience with IT Channels and IT Industry highly desired.

Bachelor's degree in journalism, English, Communications, Marketing, or related major.

Six or more years of work experience as an individual contributor in translation/content generation in a marketing communications environment or similar.

5+ years of professional Corporate Communications and/or PR experience with a portfolio of published work.

At least 2 years of B2B marketing experience, preferably in a high-tech industry.

Two or more years of experience supervising teams in graphic design/translation/marketing or a similar creative services industry. Project management experience is a suitable alternative as well.

Availability for travel.

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