Position: Marketing Director

Location: Denmark, Copenhagen

Caliber (www.groupcaliber.com), a Danish startup founded in 2016, consists of an international team of strategists, analysts and technologists with HQ at central Copenhagen. We are using our survey-based SaaS platform and advisory services to help Corporate Communications and Marketing professionals around the world manage their activities and build their companies' reputation by viewing and activating real-time stakeholder perception data.

Main tasks / responsibilities:
As the first full-time marketer in Caliber, you will play a key role in formulating the marketing strategy together with the founders and lead the marketing efforts across European and American markets. Some of your key tasks and activities include:

- Set the overall marketing strategy and budget
- Attract and nurture inbound leads through content marketing, PPC campaigns and email automation
- Manage social media strategy and execution, with a focus on LinkedIn
- Run all digital marketing, including SEO/SEM and growth hacking activities
- Track and monitor demand generation and lead conversion
- Own HubSpot Marketing Hub and other relevant analytic tools
- Develop thought leadership material to build Caliber’s visibility and credibility in strategic markets
- Own PR activities, including media outreach, conferences, events and coordination with external agencies
- Manage account-based marketing in coordination with Sales

Required profile:
- You are marketing, tech and data savvy;
- Have 3-7 years of full-time post-university experience with B2B/enterprise marketing– ideally from a SaaS company or a market research firm;
- During the years, you have acquired experience within Account-Based Marketing, LinkedIn Advertising, SEO/SEM, demand generation and website analytics tools.
- You have strong lead funnel experience: from targeting and generating leads to nurturing and converting them, including experience with HubSpot;
- It is vital that you possess excellent communication skills in English, along with the ability to present complex data to a broad audience.
- Personally, you have a sense of autonomy and ownership as well as a desire to contribute to business success and development – and have fun while doing it;
- Most of all, you're interested in joining a startup growth journey and building a marketing function in the process!

The company offers:
- The contract is permanent and full-time (37 hours a week).
- The salary range is: 5.000 – 7.000 EURO pr. Month depending on experience and skillset.

How to apply: Send your application by mail to shahan@groupcaliber.com (with CC to eures.da@iefp.pt and the mail subject "Marketing Director") or apply directly through our website. The invitation of relevant candidates will be on an ongoing basis, as we would like the position to be staffed as soon as possible.

The application deadline is 30/9/2021

EURES mobility supports may be available if you apply to this vacancy. Please check www.iefp.pt/eures

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