

Job Description

Marketing Coordinator

Poznań, UBIQ Business Park

Company Background

Intermodal Portal provides modern and user friendly software solutions to the intermodal shipping container industry. Our mission is to empower businesses in the logistics to thrive in the digital era.

We are an international company with offices both in Poznan (Poland) and New City (USA), offering flexible work environment by giving our employees the freedom to customize their work schedule, hours, and space as long as get their work in on time and well.

We're global, multicultural and promote culture where everyone can contribute.

Who We Look For:

IP has a junior role for a Marketing Coordinator to join its team in Poznan office.

The ideal individual will have an interest in all marketing concepts, but particularly in social media marketing and targeted marketing. The candidate should have the ability to analyse markets and identify opportunities. This role will suit a detail oriented and well organised person with great communication skills and personality.

Don't worry, training on the intermodal industry and necessary marketing tools will be provided :)

Your Key Responsibilities:

- Designing and implementing marketing campaigns
- Creating Marketing Strategy for the upcoming year
- Taking ownership of company profile and building brand awareness (including website content and LinkedIn page)
- Conducting e-mail marketing campaigns, using marketing automation tools (eg. GetResponse, Salesforce)
- Organizing offline and online advertising campaigns in trade magazines
- Researching competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising

- Maintaining promotional materials inventory, planning meetings and trade shows, maintaining research databases
- Updating job knowledge by participating in educational opportunities and reading trade publications
- Representing company at intermodal trade fairs

To qualify for the role, you must have:

- Proven work experience as a Marketing Specialist or similar role
- Proficiency in English
- Solid knowledge of traditional and digital, content and social media marketing
- Work experience in the use of marketing automation platforms (eg. GetResponse, Salesforce)
- Basic knowledge of Adobe Illustrator and After Effects (or other graphic and animation tools)
- Ability to analyse markets and identify opportunities

Ideally, you'll also have

- Bachelor's degree (or equivalent) in marketing, advertising, or communications
- Experience in working in B2B industry
- LinkedIn Business & CRM knowledge

What We Offer:

- Full-time position
- Employment or B2B contract
- Paid time off and sick leave
- Yearly bonus pay
- Flexible working hours
- Ability to work remotely
- Business travels, attending tradeshow
- Training/Advancement opportunities
- Modern office close to the city centre

For interested candidates, please send your resume to:

info@intermodalportal.com