

Digital product marketing specialist

The Company

Octavic's Industry 4.0 system is a market-leading solution adopted by the pharmaceutical, food & beverage, automotive, and other industries all around the world. Our aim is to change the industry landscape by using the latest technologies to reduce waste, achieve top efficiency in factories and improve people's daily work life.

To find out more about us, see <https://octavic.ro>.

The position

We are looking for a young, enthusiastic Digital Product Marketing Specialist to actively create and execute the marketing efforts for Octavic, lead on the day-to-day management of our digital channels, express our product's unique value propositions and drive potential customers to engage in a meaningful way.

Your profile

- Coordinate closely with the company's management, sales force and tech support to create up-to-date product storytelling that drives prospects to engage
- Build, execute, and optimize the marketing strategy for the company
- Manage and own the marketing budget
- Create inspirational, informative, and engaging content for our digital channels, ranging from blog posts to social media and newsletters
- Create branded support material, such as whitepapers and case studies

What you will need

- Previous experience in B2B software marketing is considered a strong advantage
- Excellent writing skills, with proven ability to create informative and engaging content
- Very good command of English language (reading, writing, and speaking)
- A hands-on attitude, paired with strong creative skills
- Good project management skills and coordination with multidisciplinary teams
- A degree in marketing and minimum two years' experience in a similar position is preferred

What we offer

- Friendly, young, and dynamic environment
- A flexible schedule with a lot of autonomy, focused on results rather than micro-management
- A solid product that literally changes the industrial landscape in the digital era

If you find yourself in the above, reach out to us via office@octavic.ro. We'd love to get a coffee together to know each other!