



Marketing Specialist

NIK has been a leader in the domain of Agriculture ever since 2002 with the main focus on innovative technologies for automatization and digitalization of the processes in local farms. Our portfolio includes some of the world leaders in the production of GPS equipment and irrigation systems for agriculture. Five years in a row, we've been honored with the Trimble Award for developing and popularizing precision farming in Bulgaria. For 2020 we have been awarded the Forbes Business Award which makes us the first representative of the agriculture domain in the prestigious awarding. We were also recognized as one of the top 50 Best employers in Bulgaria for 2020 and received the Gold award for "Employer of the year" in the field of Agriculture.

Innovations and technologies in the precision farming area are our passion. Our marketing team loves bringing those products to life by creating stories and engage potential customers with their promotion.

If you want to be part of our marketing team and grow with us, join us as a Marketing Specialist.



What will you do if you join our team?:

- Create and upload stories and content for social media and our corporate website;
- Create, translate and adapt advertising materials and presentations;
- Participate in the organization of company events – offline and webinars;
- Participate in the digital marketing processes and bring your stories to our potential customers



What we are looking for?

- University Degree in the field of Marketing, PR, Journalism or related;
- 2+ years of experience in a similar position;
- Copywriting skills;
- Good knowledge of WordPress, GSuite, and PowerPoint;
- Strong communication skills.
- Excellent English - verbal and written;
- An ability to think-out-of-the-box;
- Passion for making things look, feel & sound amazing!
- Team player.



What should we consider as an advantage:

- Platforms like CANVA, ADOBE SPARK and etc;
- Knowledge of Photoshop, Illustrator, Premier Pro, or relevant software for graphics or video;
- Experience with Facebook Business Manager, Google Ads, and Mailchimp.



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