

# Digital Marketing Specialist

Presitely is looking for a digital marketing specialist to join our small (but cool) team in our office in Sofia. If you're experienced and passionate about digital marketing, then this could be the job for you.

## **Who are we?**

Presitely is a full stack digital marketing agency located in Sofia and operating on the global stage. We love what we do and we do SEO, Content Marketing, Social Media Marketing, Web Design and Development, PPC, CRO and more.

The agency was established in 2014 and currently our full team consists of 12 people, with a core team of 6 people based in our office in Sofia. You will be part of the core team in Sofia.

We are energetic, fun, a bit nerdy, and passionate about all things digital. We're SEO experts, content marketing gurus, social media influencers, grumpy coders, and creative designers.

We provide an environment where learning is "king" and everyone's support is always there.

Most of our clients are staying with us in the long-run because we have a relentless drive to provide outstanding customer experience. Every solution we provide is focused on the business goals of our clients. Our holistic approach, combined with our passion and dedication is what sets us apart.

If you think you have what it takes, we would love to have you join our small "family" and share our passion with you!

## **Job description:**

The Digital Marketing Specialist will be part of the core team in our office in Sofia. You will be working on projects for our biggest clients in the US.

You need to be perfectly fluent in English and to have an in-depth understanding of and hands-on experience with all major social media platforms, such as LinkedIn, Facebook, Twitter, Instagram, and Pinterest.

You will be responsible for the execution of all link building, guest blogging, and social media marketing activities for our top clients in the US.

You need to be up-to-date with the latest digital marketing trends, best practices, and tools.

## **Your responsibilities will include:**

- Online research for new partnering websites
- Day-to-day communication with editors from various influential publishers
- Content promotion across all relevant social networks
- Content curation
- Creating, managing, and optimizing social media ad campaigns
- Develop relationships with online influencers and editors
- Monitor, manage, and respond to online comments and reviews
- Coordinate with any relevant SEO activities to help generate more inbound traffic

- Monitor the latest social media trends, tools, channels, and strategy, and implement the ones that are going to provide the most benefit for our clients

**Required skills:**

- Native English (written and spoken)
- Excellent writing and communication skills
- Strong hands-on experience in managing social media campaigns
- Solid understanding of content marketing
- Experience in social media advertising
- Technological literacy. Tech geeks are more than welcome!
- Additional experience in other digital marketing areas is a plus
- People with less experience are welcome too. Having the right attitude is what matters the most!

**What you will get:**

- Competitive salary based on your experience
- Annual bonus plan
- A friendly and supportive atmosphere
- As part of a boutique digital marketing agency, your input and opinion will always be noticed and valued
- Flexible work hours
- Standing desk (don't worry, you can still sit down)

If you think you have what it takes, please send us your CV at [jobs@presitely.com](mailto:jobs@presitely.com).