

COME JOIN US

WE ARE LOOKING FOR A GLOBAL DIGITAL MARKETING EXECUTIVE

We need you to be hands-on, electrify and blow our socks off with your digital marketing skills, creativity, analytical mindset, and managerial resourcefulness.

The objective is to spearhead and help us improve our lead generation, attract talents, and brand awareness.

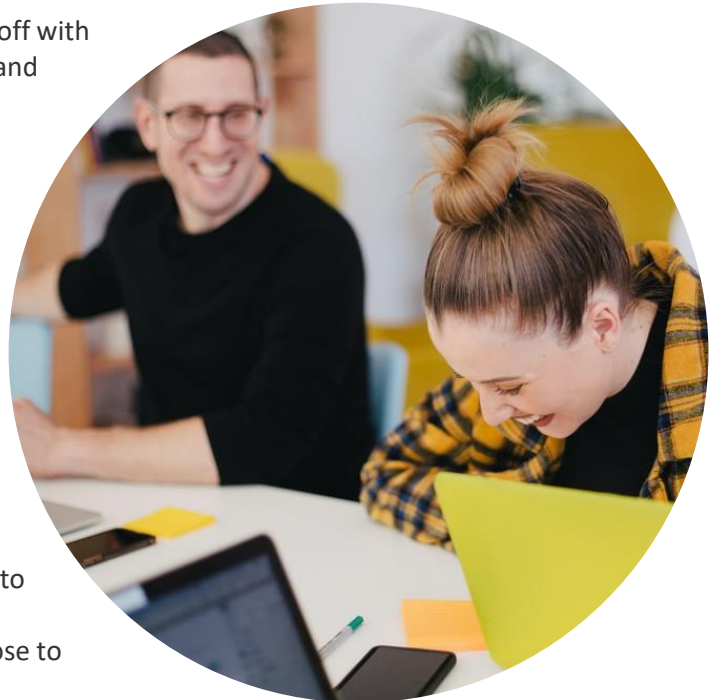
INSCALE is a Danish IT people management company founded in 2006. We brand ourselves towards B2B and potential new employees within the IT industry.

B2B AND TALENT ACQUISITION IS TARGET

We are a business of 600+ employees that help our clients to headhunt, hire and operate the best software developers through a simple model with two services. Clients can choose to hire resources locally or let INSCALE build a tech-hub - very similar to having a subsidiary - at our business centres in Portugal, Ukraine, North Macedonia, and Malaysia. We are not outsourcing per say, but in the same bucket!

THE JOB IN COPENHAGEN, DENMARK

You will work out of our small head office in the heart of Copenhagen reporting to the VP of Sales & Marketing. Working closely with c-level and global stakeholders, you will become a crucial part of the company's growth strategy. We you as a marketing mechanic working with tasks like planning, creating, executing, and analysing content and marketing campaigns for a variety of channels including social media, digital advertising, websites, blogs, email, videos as well as long-form content like guides, whitepapers, and case studies.

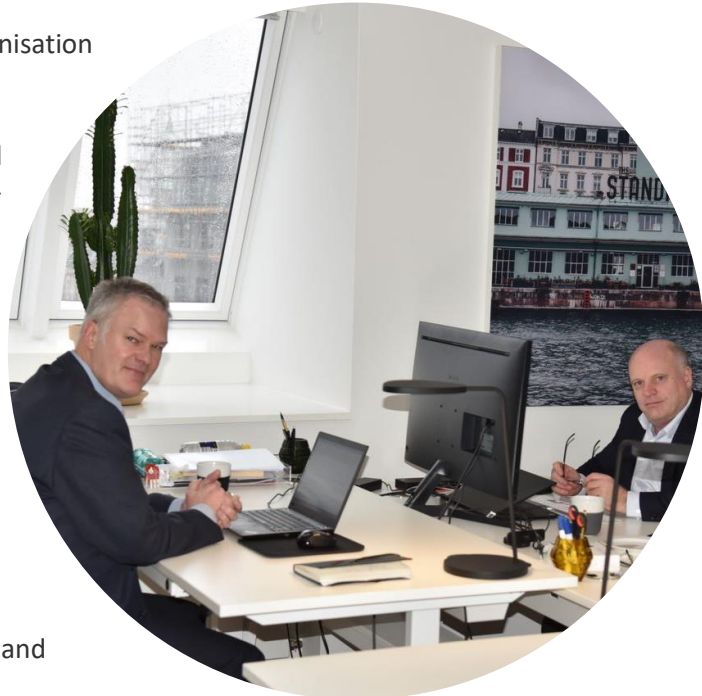


ONE TEAM

We work as ONE TEAM so you will not be alone. We got your back on Website design and maintenance, Account Based Marketing and SEO, but you shall have a hard say on taking us the next level. Marketing is the foundation of our sale efforts, lead generation and attracting new employees.

We are right now 5 employees in the Sales and Marketing organisation and anticipate being 9 at the end of 2022.

We currently work with an external marketing partner who will be relieved of duties for you to take over and manage. Our full-time marketing assistant will continue as student worker as he returns to the university after the holidays. We plan to hire additional 1-2 marketing talents to assist you from our office in Portugal plus tele marketeers.



YOUR RESPONSIBILITIES

- Créateur – Be the focal point from idea to production. You are responsible for the visual impact, our branding and multimedia content to generate sales leads and attract software developers to our company
- Preparing, researching, and delivering marketing plans and campaigns towards B2B and Talent acquisition
- Conducting research and analysing data to refine our target audience in our main markets
- Liaising with company stakeholders for generating and executing marketing campaigns across social media platforms (currently LinkedIn, Facebook, Instagram)
- Website content writing and proofreading
- Coordinating promotional activities, events and interviews
- Data analytics - monitoring performance of- and reporting on our digital marketing efforts

PEOPLE MANAGEMENT POTENTIAL

It's not a prerequisite, but should you have the interest and a match; you will have the opportunity to expand your area of responsibility into people management remote and across border as a part of your career plan.

THIS IS YOU

We imagine on a personal level that you display a positive, high-energy, and ambitious attitude with a passion for results. You are a team player and understand importantly the bridge between graphic design and communication.

- You have a bachelor's degree in marketing, business, or similar
- You are native in one or more, Scandinavian languages and master English at professional working proficiency
- You have hands-on 3-5+ years B2B marketing experience. It would be a plus if your background entails IT, software, consultancy or recruitment industry
- You are experienced in commercial marketing mechanics; particular digital marketing including solid knowledge of SEO, SEM and SoMe advertising and analytics tools. (We use Google analytics, Matomo and Leadfeeder)
- It's a plus if you have worked with website CMS (We use Avada on Wordpress)
- You have excellent research, writing and communication skills
- You can adapt and work effectively autonomous with little help or supervision. You can juggle multiple projects, and still have the eye on the ball
- You have strong attention to detail, good organisation and planning skills
- You have proficiency in MS Office and master the Adobe suite; particular Photoshop and Illustrator.
- You are ok to work in a small team where not everything is carved in stone and planned to the minute.
- You live in Denmark or Sweden within max. a few hours' drive from the office
- Leadership or management experience is a plus, but not a prerequisite

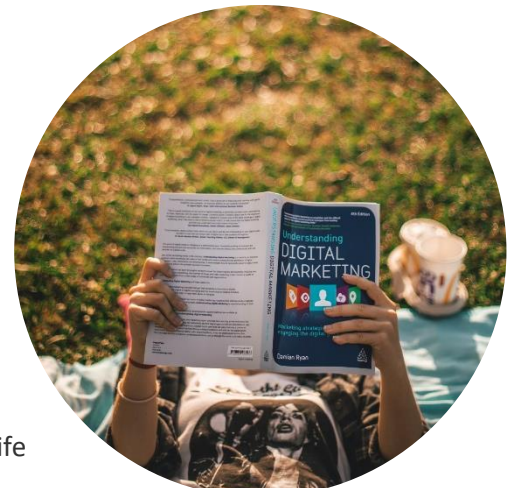
WHAT WE OFFER

INSCALE is a multicultural dynamic global organisation characterised by professionalism, an open atmosphere and great opportunities for professional career building and personal development. We still hold a certain entrepreneurial profile and offer a comprehensive introduction program and on-the-job training to help you perform.

You will be working in a motivating, social environment with dedicated colleagues, who show a high degree of team spirit by knowledge sharing and best practices. While we are ambitious, we also care about our work-life balance. We are likely to meet several times yearly for various events and celebrations. We work in a hybrid model (on average: 2 days at home/3 days at the office) What matters is the output and result!

You will receive a competitive salary package plus team-bonus, and benefits.

If you want to know more - call or send me your application.





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