

Subsidiary Marketing Coordinator

Type: Permanent - Full Time

Location: Hybrid (Bogotá, Colombia)

Description:

EquipNet has two subsidiaries; B&R Consulting and United Alliance, that are looking to enhance their current marketing strategies. Each company has its own unique strategy, audience, and leadership. Consequently, EquipNet is looking for a self-governing go-getter to oversee the general promotional efforts for B&R Consulting, and United Alliance.

As the marketing coordinator, you will work with these two business entities based in North America to execute the individual marketing strategies of each organization while tying them all under the common strategy of the circular economy.

Job Duties:

- Managing website content and developing new landing pages through WordPress
- Creating presentation slides, print material and digital content
- Email marketing to promote services, training courses and general news and resources
- Video recordings for sales outreach via Teams and management of content on YouTube
- Developing engaging social media content and creating lead generation campaigns through LinkedIn
- Coordinating trade show and networking event and developing marketing collateral needed for the events
- Providing monthly reports on website traffic and conversions by using Google Analytics
- Integrating the subsidiaries databases into the CRM of the main business unit
- Ongoing database clean-up and expansion by generating prospecting lists through a variety of platforms
- Collaborating with the main business unit and subsidiaries for joint marketing efforts

Requirements:

- English native speaker or Advanced C1
- 2-5-year experience in the field of Marketing
- Ability to work independently
- Ability to take ideas and formulate them into a full marketing strategy
- Proficiency in Microsoft Office programs, specifically PowerPoint
- Excellent written and verbal communications
- Excellent time management and organization
- Eye for design and ability to create basic ad materials
- Experience with Adobe creative suite
- Experience with WordPress
- Experience with Social Media Marketing (i.e. Facebook and LinkedIn)

Contact:

Email Resume to: [Human Resources - Marketing](#)