

# Inbound Marketing Manager.

The marketing team at Ciara is responsible for building the Ciara brand. We're developing marketing and growth campaigns, measuring and understanding customer feedback and needs, and providing the best possible content to our users and prospects. You will own the Ciara marketing & social media channels and see your contributions to Ciara's success pay off!

## YOUR OPPORTUNITIES.

- ✓ Create and manage SEO optimized marketing content that attracts our target audience (including blog posts, white papers, webinars, infographics, videos, monthly newsletter, etc.).
- ✓ Take charge of Ciara's social media channels to distribute content, engage with our target group, and generate demand.
- ✓ Grow new leads by converting site traffic through calls-to-action, landing pages, and lead generation content.
- ✓ Optimize our marketing automation and lead nurturing processes through email, content, and social channels.

## ABOUT YOU.

- ✓ You are a native English speaker with a strong interest in the North American tech scene.
- ✓ You have a BA/BS degree in the field of business, communications, marketing, or similar.
- ✓ You have gained first marketing experience through internships, jobs, or projects.
- ✓ You have solid organizational and prioritization skills.
- ✓ You are an excellent communicator and creative thinker, with an ability to use data to inform all decisions.

## WHY CIARA?

- ✓ We foster a culture of fast progress, open communication, and personal advancement. You'll learn what it takes to build a young company and get your own ideas to work.
- ✓ We work and celebrate as one strong team and support you to reach your goals. Individual learning is important to us and we'll help you make huge steps forward in a short time.
- ✓ We pay a competitive salary and provide you with all the personal freedom you need to get your job done your way.

**Does this match your expertise, experience, and aspirations?  
Apply here - no cover letter necessary.**

**Apply now!**