

WE ARE HIRING

Digital Marketing Associate

Full-time

Xyicon is a SaaS company in Sri Lanka with its roots in the US. Our product SpaceRunner is one of a kind and is used by clients from different industries, including healthcare, aerospace, retail, and logistics for various business requirements. We are currently expanding our operations in Sri Lanka and are on the lookout for talented and committed individuals to join our team. If you enjoy a challenge and love to flex your creative muscle to solve problems, we want to hear from you.



Key Roles and Responsibilities

- Maintain and manage all of Xyicon's social media channels – LinkedIn, Facebook, Instagram, and Twitter
- Assist the marketing team with creating our brand presence in key target markets
- Execute digital advertising campaigns in line with company business goals
- Manage all digital content related to the corporate website, blogs, social media, and online 'technology' marketplaces like Capterra
- Suggest strategies and methods to increase Xyicon's presence in digital media
- Execute SEO/SEM strategies to drive organic traffic to the corporate website and landing pages
- Regularly track and gather insights with regards to product competitors
- Create, maintain, and report on all digital marketing channel analytics and metrics, including but not limited to the corporate and product websites, landing pages, email campaigns, and digital advertising

Qualifications, Skills, and Experience

- About to complete or recently completed a bachelor's degree in Marketing, Business Management, or a related professional qualification
- Completion of a digital marketing qualification/certification will be an added advantage
- Minimum one year working experience in digital advertising
- Knowledge of Digital Marketing Platforms
- Analytical skills and attention to detail
- Excellent command of the English language
- Self-motivated and willing to learn new skills and technologies
- Ability to work with offshore stakeholders in the US, Europe, and Asia
- Excellent communication and time management skills

To apply, email your CV to hr@xyicon.com.

Xyicon