

Marketing Manager

Location: Orlando, FL, USA (hybrid)

Starting date: as soon as possible

Join our team now!
Easily apply on LinkedIn!



Your role in our MINT family:

- Develop and implement global marketing strategies for MINT products and services
- Work with product development, sales, and account management teams for customer advocates to develop PR, media, marketing materials and sales tools (like brochures, datasheet, presentations, and proposals)
- Managing social media accounts, and developing campaigns, assets, communications, and messaging to corporate branding initiatives
- Support the coordination and represent MINT at online and onsite events like webinars, tradeshow, seminars, and customer events
- Report on periodic activities, results ROI for marketing, and monitor social media performance
- Manage content and SEO of marketing and career sections of website
- Establish and manage marketing budgets
- Close collaboration with senior management
- Close collaboration with Talent Management to drive employer branding using appropriate marketing channels
- Identifying and monitoring new marketing and social media trends for B2B and employer branding
- Driving internal marketing activities and communication

This is how you can impress us:

- A minimum of 5+ years of marketing and preferably sales experience
- Excellent verbal and written communication skills in English (additional languages Spanish and/or German beneficial)
- Effective communication skills and adaptable communication style for interacting with team members, upper management, and clients
- Must be a self-starter, highly motivated, creative thinker, and team player
- Time management and organization skills to plan and execute both large and small marketing projects and initiatives in a fast-paced, changing environment
- Leadership skills to inspire team members and manage conflicts
- Experience successfully interfacing with external vendors and marketing agencies
- Willingness to travel internationally (Passport required without travel restrictions)
- Working knowledge of WordPress
- Experience working in an international organization with colleagues from different cultures
- Experience working with cross-functional stakeholders in a B2B tech sales environment (preferred)

What we have in store for you:

- **Our people & culture:** at MINT you will be part of a global family that thrives on our cultural diversity. We love spending time together on social events and pride ourselves on the fun, productive environment in our MINT family.
- **Flexibility & remote working:** We respect every person's individual routines. Therefore, we support flexible work schedules and remote working for you to find your perfect work-life-balance.
- **Work-Life-Balance & family-friendly environment:** At MINT we believe having enough space to spend quality time with family and friends or to follow your favorite free time activity ensures mental and physical well-being as well as it motivates you every day!
- **Extra bonus payment:** We believe that people make the company, and therefore we love to share our profits with our team members through an additional annual bonus payment.
- **Annual pay review:** We offer you competitive and fair remuneration with annual performance base pay increases and to account for changes in the cost of living expenses.
- **Employee loans:** We help you out, if you are in need of some extra money. Maybe you want to refurnish your new apartment or buy a new car? We have got your back!
- **Health & fitness:** Our team members' health is our top priority. Therefore, we offer a modern gym directly in our office building in Orlando.
- **Private pension & health insurance:** We offer 401k and health insurance to further support your health and physical as well as mental wellbeing.
- **Loyalty & long-term relationships:** We want you to be part of our MINT family without any limits. All our work contracts are indefinite!
- **Travel opportunities:** As a global company with customers and MINT family members all around the world such as Germany, USA, Canada, UK, UAE, India and Colombia we offer you exceptional travel opportunities to exciting locations and meet amazing people!
- **Drinks & snacks:** We believe the way to a human's heart is through their stomach and this is why we provide beverages, snacks and the occasional catered lunch
- **Pet-friendly offices:** If you choose to work from one of our offices, feel free to bring your four-legged friend with you. We'd love to meet them!