

Marketing Specialist

Location: Orlando, FL, USA (hybrid)

Starting date: as soon as possible

Join our team now!
Easily apply on LinkedIn!



Position Overview:

As a Marketing Specialist at MINT Software Systems, you will be an integral part of our marketing efforts, supporting various initiatives and contributing to the overall success of our campaigns. The ideal candidate will have practical experience in utilizing tools such as Google Analytics, possess web design skills in WordPress, and be adept at managing social media channels.

Your role in our MINT family:

Google Analytics and other tracking tools

- Monitor and analyze website traffic and user behavior using Google Analytics
- Generate regular reports to assess the performance of digital marketing campaigns

Website Management

- Assist in the creation and maintenance of visually appealing and user-friendly web content
- Collaborate with the marketing and design teams to ensure brand consistency across digital platforms

SEO Strategies

- Implement SEO strategies to enhance website visibility and ensure that content is optimized for search engines

Graphic Design and Marketing Material Creation

- Use Adobe Creative Suite to design graphics for target audiences
- Create case studies, white papers, tradeshow materials and digital display ads for marketing campaigns
- Stay current with advertising and design trends through research

Social Media Management

- Create and schedule engaging content for various social media channels
- Monitor social media analytics to assess the effectiveness of campaigns and identify areas for improvement

Content Creation

- Assist in the development of marketing collateral, including copywriting and visual content, including videos
- Ensure that all content aligns with brand guidelines and resonates with the target audience

Email Marketing

- Support the execution of email marketing campaigns, from content creation to list segmentation
- Monitor email campaign performance and suggest optimizations for better engagement

This is how you can impress us:

- Bachelor's degree in Marketing, Communications, or a related field
- Proven experience with Google Analytics and other relevant analytics tools
- Knowledge and experience with SEO strategies, implementation, and monitoring
- Proficiency in web design, using platforms such as WordPress or similar
- Familiarity with social media management tools (e.g., Hootsuite)
- Strong organizational and multitasking skills with attention to detail
- 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
- Experience working in an international organization with colleagues from different cultures
- Demonstrate creativity and contribute with original ideas for content development
- Outgoing individual comfortable with video, photo presence, and socializing for potential campaigns, interviews, and events; someone proactive, innovative, and well-versed in current trends, including social media and marketing campaigns
- Unrestricted passport and willingness to travel

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 refurbish 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 in Germany, 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!