

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:

Graphic Design and Marketing Material Creation:

- Use Adobe Creative Suite to design graphics for target audiences.
- Create case studies, white papers, tradeshow materials, social media posts and digital display ads for marketing campaigns.
- Stay current with advertising and design trends through research.
- Multimedia experience with video editing is preferred.

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.

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.

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.

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.

SEO Strategies

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

This is how you can impress us:

- Excellent skills and proven experience on Adobe Suite (Illustrator, PhotoShop and InDesign)
- Proficiency in web design, using platforms such as WordPress or similar.
- Bachelor's degree in marketing, graphic design, communications, or a related field.
- 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 about 20% of the time.
- Desirable experience with Google Analytics and other relevant analytics tools.
- Desirable knowledge and experience with SEO Strategies, implementation, and monitoring.