



# Digital Marketing Manager

**Scanmarket is looking for an experienced Digital Marketing Manager to join our marketing team**

We are a global software company with ambitious growth plans and consist of a young and energetic team of 100+ people across our offices in 10 countries around Europe, Asia and North America. Scanmarket is a market leader within Procurement and Contract Management SaaS software and related services with over 500+ global customers (predominantly blue-chip companies including Nespresso, Burger King, Levi's, Pandora, ISS and many more) spread across 85+ countries. We take great pride in always going the extra mile to support our clients' business objectives all the way from sales to post-implementation.

We seek an experienced Digital Marketing Manager to drive our brand communication to support revenue growth in accordance with our corporate goals. The Digital Marketing Manager will be responsible for areas like brand, content production, internal/external communication, event planning etc. and be a key contributor to our overall general marketing activities.

To excel in this role, you need to have an extrovert personality combined with strong skillset in writing and communication to specific target audience. You must have experience within areas like branding, customer journeys and content production. This role will be instrumental in succeeding in our online presence and content creation.

## **Your key tasks will be to:**

- Manage our brand communication and ensure adherence to our brand narrative and identity
- Produce content, primarily for web but may also include other formats
- Manage events – both face-to-face and virtual – mainly in Europe/Asia
- Manage our own hosted events in Europe
- Assist in organizing webinars, round-tables and online trainings
- Assist in driving an ABM approach with the sales team
- Maintain and cleanse the marketing contact data records
- Understand market and buyer journeys
- Contribute to our marketing growth hacking initiative

### **What we can offer you:**

- A unique opportunity to work with a fast growing, highly ambitious global SaaS software company
- An environment where you get to work closely with many different procurement organizations worldwide
- A flat, informal organization with a high degree of independence and fast decision-making
- A young and agile environment with room for exploring new ideas and a focus on personal and professional development, work-life-balance and creating results
- An international culture where the corporate language is English.
- A solid and well-documented on-boarding and training program
- A hybrid and flexible workplace environment

### **Who are you?**

- 5+ years of marketing business/communication experience, preferably from a B2B market
- Proven experience in communication, event execution, CMS/CRM systems or other related functions
- You understand web, SEO/SEM, email, social media and display advertising
- An eye for detail and creativity, and possess an extrovert personality
- Familiar with technologies like HubSpot, Salesforce, Umbraco CMS or similar technologies
- Familiar with agile approaches and work processes and is a team player
- If you are HubSpot certified that would be great, but it is not a requirement
- Proficient in productivity applications such as Microsoft Office and Teams.
- Bachelor's degree in Business, Marketing or similar

### **The practicalities:**

**Workplace: Aarhus, Denmark (Solbjerg – south of Aarhus) or hybrid**

**Application deadline: 15.01.2022. Please submit your application and CV in English to the email address below. Applications will be reviewed, and interviews held on an ongoing basis.**

**For further details about the position, please contact:**

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