

Inbound Marketing Specialist

Remuneration:	R40000 - R60000 per month cost-to-company
Location:	Cape Town
Job level:	Junior/Mid
Type:	Permanent
Company:	Ad Talent Africa

Who are we: An American-based dynamic software business with offices in Cape Town

Who are we looking for: A highly skilled performance-driven inbound marketing specialist with B2B SaaS industry experience

What will you do:

- The successful candidate will be responsible for developing and executing inbound marketing campaigns and initiatives that drive demand and increase lead generation
- Must have a proven and demonstrable track record in leading and executing successful inbound marketing campaigns in the B2B SaaS industry
- Develop and implement comprehensive inbound marketing strategies that drive demand, high quality leads, and website traffic
- Research and identify target audiences and personas and create effective strategies to reach them
- Create, manage, and execute multi-channel marketing campaigns leveraging SEO, social, inbound marketing, paid social and paid search.
- Analyse and optimise landing page, CTA performance and bidding strategies
- Create content and build content calendar that attracts a qualified audience (including blog posts, whitepapers, eBooks, reports, webinars, infographics, etc.)
- Manage and execute social media strategy, posts, and content calendar
- Creation of digital assets (e.g., website pages, landing pages, content creation, etc.)
- Maintain marketing budgets while maximising ROI

What do you need:

- Copywriting (non-negotiable as inbound runs on content)
- HubSpot certified, proficiency in Marketing and Sales automation and attribution, reporting and analytics.
- Paid media experience: Capterra PPC, Google Ads (setting up and managing campaigns and content/ ad copy creation etc.)
- Paid social media experience: LinkedIn, Facebook (setting up and managing campaigns and content/ ad copy creation etc.)
- Organic social media experience
- Proficient in conversion rate optimization and best practices
- SEO and on-page content optimization
- At least three (3) years of inbound marketing experience with demonstrated success in developing and executing lead and revenue-generating campaigns.
- Google Analytics
- Google Search Console

- Google Ads
- Gartner (Capterra, Software Advice) PPC & PPL
- HubSpot
- SEMRush
- Clarity / HotJar
- Industry-relevant tertiary qualification
- B2B SaaS Marketing experience
- Three + years of experience in inbound marketing
- Previous remote work experience
- Experience working in the US market advantageous
- Figma
- Adobe Creative Suite
- Surfer SEO

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