



CENTRO UNIVERSITARIO DE IDIOMAS

Plantilla de Oferta Laboral

Content & Marketing Associate

What you'll Do

The Content & Marketing Associate will work mainly in the implementation of the company's brand strategy.

Main functions include:

Within the Sales & Marketing areas:

- Assemble and provide market research, industry analysis, and global trends
- Research industry trends to keep up to date and include these insights in campaigns
- Communicate with the sales team and provide materials when required
- Prepare sales materials in written, graphic, audiovisual, or any format needed
- Compile information and assist in the filling of RFI/RFPs and business proposals
- Assist the Marketing & Communications Coordinator in implementing the marketing strategies, preparing activity reports and metrics

Cross-company:

- Get to know the team and assess their communication needs
- Create and format all required internal and external documents and presentations
- Support in the planning, organization, and execution of company events
- Compile information and assist in the filling of relevant strategic applications
- Create internal and external newsletters and quality surveys

Content creation & management:

- Implement and develop the brand voice and image
- Prepare graphic and audiovisual materials for internal and external communications
- Write blogs posts both in English and Spanish
- Update and maintain content repositories and make them available to relevant teams
- Keep company Knowledge Bases updated
- Collaborate with creative ideas and recommend innovations

Social Media:

Social Media:

- Implement the social media calendar
- Develop copy for all platforms
- Manage key social media accounts of the company
- Interact and answer community queries and comments in a timely manner
- Implement social media strategies to increase engagement and followers
- Provide monthly performance reports

Requirements

Formal Education: Advanced student or Bachelor's degree in Translation, Marketing, Communication or related fields

Skills

- Strong oral and written communication
- Ability to work independently and think strategically
- Ability to thrive within ambiguity and drive complex projects
- Creativity, attention to detail and ability to multitask
- Comfort in remote collaborative work
- Passion for sustainability and making a positive impact

Background

- Minimum of 1 year of experience in marketing positions.
- Experience as Social Media Manager (preferred)
- Basic knowledge of graphic design and video editing tools, such as Canva and Adobe apps
- Basic understanding of full-funnel marketing strategies
- Basic knowledge of email marketing, SEO, Ads
- Advanced level of English is a must
- Ability to identify and track relevant social media metrics



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-Rubro/Razón Social y/o logo de la empresa (excluyente algunos de estos 3 puntos):

WIN AND WINNOW SRL

-País/Provincia/Localidad:

CAPITAL FEDERAL

-Área/Subárea:

MARKETING

-Jerarquía (Senior/SemiSenior/Junior):

SENIOR/SEMISENIOR/JUNIOR

-Tipo de empleo (Full/Part-time):

A CONVENIR

-Vacantes (en número)

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-Requisito particular del puesto:

(Edad/Género/Lugar residencia/Experiencia mínima/Idioma/Nivel educativo)

TRABAJO REMOTO

Los interesados deberán enviar email a:

Postularse en: <https://www.winandwinnow.com/site/job-openings/>