



IMPACT

Marketing Manager Impact Poland

The small print...



Are you looking for your next Marketing Management challenge?

Role Summary

Impact is offering a fabulous opportunity to lead marketing activities at Impact in Poland. We are looking for a skilled and experienced individual with bags of enthusiasm and creativity! The role is wide-ranging with a focus on co-creating and supporting our marketing initiatives in Poland, collaborating with the global marketing team and colleagues in our 17 offices around the world. All of this is in service of increasing Impact's market share through brand awareness, acquisition and retention marketing, by presenting Impact to the world as the world leader in experiential learning, and as a force for societal good.

The role has a number of core focuses:

Core focus one – Brand

- Creating materials and communication campaigns to ensure we present a consistent brand to the market

Core focus two – Performance Marketing

- Generating enquiries by online advertising and building our presence on digital platforms

Core focus three – Experience Marketing

- Generating enquiries by promoting what we do with clients – Events, Case Studies, Podcasts, Videos

Here's some things we'd like you to be brilliant at:

- Previous experience in managing implementation of marketing activities
- SEO & SEM knowledge and experience in coordinating work with external Digital Agency
- Experience with website content management (like WordPress)
- Passionate about social media (LinkedIn than Instagram)
- Strong copywriting and proofreading skills - short-form content, case studies, and website content
- Content marketing, and social media marketing knowledge
- Using marketing automation software (e.g., Hubspot) to create, deliver and manage email campaigns to our CRM Database
- Marketing administration and project management
- Event management – both face-to-face and online
- Foundational graphic design skills (Word, PowerPoint, web tools)
- Working with our internal design agency to create cool marketing materials that work
- Discovering effective marketing and promotional channels to reach new audiences
- An eye for design and brand consistency – following brand guidelines; document formatting; asset creation
- Reviewing content and materials to ensure it is line with our brand messaging
- Proficiency in full Microsoft Office suite
- Native Polish & Fluent English

Here's some things we'd love to hear about you:

- hungry to learn and develop
- geekily analytical! Constantly monitoring, tracking and evaluating
- confidence and independence to lead projects
- a team player – relationships are at the heart of how we work globally
- you might have done this kind of thing before – bring on previous experience!
- you've got a certificate or two - a recognised marketing qualification would be nice
- you're open to feedback and keen to improve

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Here's some things we're brilliant at:

- The money part – salary is negotiable and competitive (depending on experience). Profit share, bonus scheme are all in there too.
- We're a great place to work® – it's official!
- Inspiring and developing – we have a tailored induction process and lots of opportunities (internally as part of the impact academy or externally) to learn, develop and progress in your career
- Caring for each other – we always have each other's backs
- Finding opportunities to support our local communities around the world
- Adventure and fun – where else would you celebrate the biggest mistake of the year with a trophy and an awards ceremony?!

Would you like to join our team?

We'd love to hear from you if you like the sound of us
and you think we'll like the sound of you!

Apply via our website

