

## Recruiting

### For the Spanish office of RIB Software, we are searching Digital Marketing Position

#### Position Objective

Effectively manage the company's digital marketing strategies to gain referrals, including a LinkedIn presence, website, and email communications.

You will work closely with global marketing management to ensure that digital strategies align and enhance the company's global marketing and sales objectives, focusing on the technical software market for professionals and construction companies.

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#### Main Responsibilities

- Design and execute digital marketing strategies that support the company's strategic objectives.
- Create and manage email campaigns that nurture our relationships with current and potential clients.
- Maintain and update the company website, ensuring that the content is relevant, attractive and SEO optimized.
- Manage and optimize the company's presence on LinkedIn, to reach our target audience of professionals and construction companies.
- Collaborate with the marketing team to integrate digital strategies with traditional marketing campaigns and product marketing strategies.

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#### Essential Requirements

- University degree in Marketing, Communication or related field.
- Experience in digital marketing, preferably in a B2B context or in the technical software industry.
- Strong understanding of strategic and product marketing strategies, with the ability to apply these concepts beyond digital tools.
- Sufficient technical knowledge to understand and effectively communicate the features and benefits of our software to a technical audience.
- Excellent command of English, both written and spoken, since all communications with marketing management will be made in this language.
- Exceptional communication skills and ability to work as a team, with a focus on collaborating with marketing management to align strategies and objectives.

Desirable:

- Previous experience or knowledge of the construction industry or technical software.
- Data analysis skills to evaluate the effectiveness of campaigns and adjust strategies as necessary.
- Creativity and innovation to propose and experiment with new digital marketing ideas.

Send English CV to [empleo@rib-software.com](mailto:empleo@rib-software.com), subject: Digital Marketing.

One DIN-A4, no photo, no ID of age or gender.