

Job Description

Marketing & Data researcher (South Africa)

Business-to-business web research data enrichment data verification lead generation data entry google sheets Sales navigator

Employment	Hrs/week	Project length	Payment	Level
Payroll	Parttime (20 hrs) Fulltime >3 mo	3+ months	\$700 - \$900/mo fte	Entry level

Are you looking for a part time or fulltime marketing career opportunity and love to support a young impact-driven marketing agency in Europe? Are you comfortable working remote or in a small team setting? If you are a self-starter, curious and eager to learn and you would like to grow your career in marketing and data research, we'd like to invite you to apply. Comarketers is a growth marketing agency founded in 2019 to help B2B companies and (Tech/AI) startups accelerate their growth in Europe. We are currently looking for a marketing & data researcher in South Africa, initially parttime (50% - 20 hours a week) during a probation period of 3 months, with the possibility to expand to a full time position. You will work in an office in Capetown together with two other local Comarketers colleagues most of the time and work remotely with the rest of the Comarketers team

Job summary

As a data researcher you will support a wide range of marketing research activities for the agency and its clients to grow. Our ideal candidate has a true passion for marketing, is very ambitious and eager to learn. This role requires a driven, hands-on marketer, who is very organized with a keen eye for detail. You are comfortable using or learning to use a wide range of digital marketing and collaboration tools. Being service-oriented, you love to help out in all kinds of questions to contribute to the growth of Comarketers and its clients.

As a marketing & data researcher, you will research all kinds of markets, companies and buyers, such as general web research, competitive audits, customer profile and buyer research. And you will build, enrich and update all kinds of lists for marketing outreaches, such as account lists, contact and lead lists, press lists, lists of influencers and awards lists. You will use a wide range of tools for your investigation, and support Comarketers and its clients with market and customer insights and account and lead intelligence.

Tasks & Responsibilities

- Complete market audits and competitive audits, researching websites and social media accounts, and using digital marketing tools to complete information about current marketing activities

- Investigate competitor website traffic and marketing tactics, using tools like SEMRush, SEO Quake, and SimilarWeb
- General market research, investigating industries and verticals to report on the latest trends & developments, product & service categories, features, geos represented, growth figures (revenue, employees), vacancies, and other data
- Enrich ideal customer profiles and buyer personas with firmographic and psychographic information and media behaviour, using growth hacking tactics (we'll support you with that :))
- Enrich buyer journeys and customer journeys with data on channels used in different stages of the journey, questions and content searched for in different stages
- Build and enrich account lists with companies in a specific industry or geo using databases like Crunchbase and LinkedIn's SalesNavigator
- Build contact lists with publicly available contact information using tools such as Sales Navigator, Lead IQ and Hunter.io
- Compose press lists and influencer contact lists to reach out to contacts with news releases and guests blog posts, amongst others
- Complete content audits, researching content topics and trends, content engagement by topic, type of content and channel, and most popular content, using tools like Buzzsumo, SEMRush and Google Trends
- Product & service research and comparisons, completing information on features, value propositions and pricing and comparing products & services with one another

Skills & Experience

- Comarketers Kickstart Traineeship Certificate is a pre, course 1 badge is a must
- Hands on experience with collaboration tools, including Google Drive, Trello, Toggl and Slack
- Strongly motivated and self-starter to be a true virtual marketing supporter
- Knowledge of a wide range of digital marketing research tools, including LinkedIn Sales Navigator, SEMRush, BuzzSumo, Crunchbase, Hunter.io, or willing to learn
- Eager to learn new tools and skills to grow into an allround marketing and data researcher
- Very organized with a great attention to detail
- Strong research skills, with a healthy dose of curiosity and preciseness
- Good organization, concentration and time management skills and responsive
- Excellent communication and collaboration skills
- Able to work independently
- Proficient in English

About Comarketers

Comarketers is a growth marketing company working alongside B2B Tech and Service companies to drive growth. We help managers to build, grow and scale a customer pipeline in Europe by strategizing and executing marketing programs and projects for growth. We continuously look for people to join the journey. Enthusiasts with ambition, a unique skill set and eagerness to learn. If you respond well to diversity, autonomy and pace, we want to meet you. We are a remote-first company with an office in CIC (Cambridge Innovation Center) in Rotterdam, the Netherlands, and a local workspace in Cape Town, South Africa.

Job Description

Marketing Operations Specialist (South Africa)

B2B (tech) startups Web research Account research Customer profiles Buyer personas
List building Email marketing Landing pages Marketing campaigns Sales Navigator Contact
database MailChimp ActiveCampaign Hubspot

Employment	Hrs/week	Project length	Payment	Level
Payroll	Parttime (20 hrs) Full Time >3 mo	3+ months	\$700 - \$900/mo fte	Intermediate

Are you looking for a parttime or fulltime marketing career opportunity and love to support a young impact-driven marketing agency in Europe? Are you comfortable working remote or in a small team setting? If you are a self-starter, curious and eager to learn and you would like to grow your career in the full scope of marketing operations, we'd like to invite you to apply. Comarketers is a growth marketing agency founded in 2019 to help B2B companies and (Tech/AI) startups accelerate their growth in Europe. We are currently looking for a marketing operations specialist in South Africa, initially parttime (50% - 20 hours a week) during a probation period of 3 months, with the intention to expand to a full time position. You will work in an office in Capetown together with two other local Comarketers colleagues most of the time and work remotely with the rest of the Comarketers team.

Job summary

As a Marketing Operations specialist you will support Comarketers with a wide range of growth marketing activities for the company and its clients to grow. Our ideal candidate has a true passion for (digital) marketing, is ambitious and eager to learn. This role requires a tech-savvy, hands-on marketer, who is very organized with a broad interest, who can take on a diversity of tasks. You are comfortable using or learning to use a wide range of collaboration and digital marketing tools, including Wordpress, Elementor, ActiveCampaign, SEMRush, BuzzSumo and Sales Navigator. Being eager and ambitious, you are comfortable finding out new stuff on your own and with the help of the European team. And you love to help out on all kinds of questions from the team to contribute to an outstanding customer experience.

You will support growth marketing activities on an operational level end-to-end, such as marketing and data research, content marketing, channel and campaign management support, and marketing automation implementation and operations. You will support content marketing with content publishing, promotion and monitoring. Maintain and monitor websites, including editing and maintaining web landing pages, and track traffic and SEO performance. You'll support with a wide range of marketing channels, such as social media, conference and events calendars and press and media outreaches. And you will support with the implementation and operations of marketing automation and campaigns, such as building email marketing campaigns, lead nurturing campaigns with automation flows, segmented list building. You will report on open rates, opt-out, bounce and conversion rates, to support the team to investigate improvements.

Tasks & Responsibilities

- Complete market audits and competitive audits, content audits and website audits, using a wide range of digital marketing tools including SEMRush, SEO Quake and BuzzSumo.
- Build and enrich ideal customer profiles and buyer personas with firmographic and psychographic information and media behaviour, using growth hacking tactics (we'll support you with that :))
- Build and enrich buyer journeys and customer journeys with data on channels used in different stages of the journey, questions and content searched for in different stages
- Build, review and import segmented lists in CRM and/or Marketing Automation, including press lists, account and contact lists using databases like Crunchbase or Discover.org, Sales Navigator, Lead IQ, Mailchimp and Hubspot
- Implement lead scoring models in marketing automation
- Build landing pages, thank you pages and forms for opt-in inbound marketing campaigns using Wordpress Elementor and/or Marketing Automation tools
- Prepare and build (email) marketing campaigns to segmented contact lists, scheduling the campaign for multiple channels to capture leads
- Build lead nurture campaigns, email templates and workflows, schedule and report on outcome
- Support with SEO, such as keyword (gap) analysis, backlink (gap) analysis, backlink acquisition and on-page SEO optimization
- Providing overall marketing operations support for web and lead research, marketing campaigns, (virtual) events and marketing automation

Skills & Experience

- Comarketers Kickstart Traineeship Certificate with all four courses successfully completed.
- Hands on experience with collaboration tools, including Google Drive, Trello, Toggl and Slack
- Strongly motivated and self-starter to be a true virtual marketing supporter
- Knowledge of a wide range of digital marketing tools, including Wordpress, Elementor, Mailchimp, ActiveCampaign, Hubspot, SEMRush and BuzzSumo, or willing to learn
- Demonstrated ability to learn new subject matter quickly
- Eager to learn new tools and skills to grow into an allround marketing operations specialist
- Very organized and structured with a attention to detail
- Good organization and time management skills
- Excellent communication and collaboration skills, responsive
- Able to work independently, self-starter, comfortable finding out new stuff
- Fluent in English, written and verbal, including a strong grasp of English grammar

About Comarketers

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