

Lead Generation Officer

Are you passionate about social media and new technologies? Do you think social media will change the way businesses will advertise, communicate, engage, develop products, service clients? Do you want to join one of the fastest-growing and most innovative IT companies in Luxembourg?

We are currently looking for a **Lead Generation Officer** to join our marketing team. Aside from our #1 Social Media Analytics platform, we also offer two easy-to-use free solutions. **Talkwalker Alerts**, the best and free alternative to Google Alerts and **Free Search** for monitoring your brand, competitor or product online performance in real-time.

This is a fantastic opportunity to join a rapidly-growing company that has successfully moved from start-up to high growth level across the US and Europe, with many opportunities for learning and development.

We actively encourage innovation, team work and initiative-taking, where you will be able to shape your work and contribute to the overall success of your team and of the company in an open, energetic and supportive environment.

As a Lead Generation Officer, you will:

- Plan, implement and execute the marketing lead acquisition and conversion strategy for our Free Tools: Free Search and Talkwalker Alerts
- Directly work with our Demand Generation Lead on building strong brand awareness for Talkwalker Free Tools
- Write, publish and outreach content about Free Tools on our own channels (social, web, blog) to increase reach & engagement
- Optimize landing pages (A/B test) and develop a link building strategy for higher organic rankings and better SEO performance
- Build blogger partnerships and handle outreach campaigns to raise brand awareness about Free Tools and drive qualified leads
- Constantly optimize email campaigns for Free Tools lead nurturing and conversion
- Suggest product features and design improvements to the Product team for better user experience
- Regularly analyse, measure and report on the performance of Free Tools marketing activities
- Be innovative and think of creative ideas to drive more leads from Free Tools
- Be a key contributor to the overall marketing department of Talkwalker

We are looking for you:

- You have gained an experience of 1-3 years in marketing/communication within a Social Media savvy company or a digital agency
- You have a strong understanding of SEO, performance marketing, conversion, and online customer acquisition
- You have experience with website analysis using a variety of analytics tools including Google Analytics
- You have proven experience with A/B and multivariate experiments
- You have a strong knowledge of Social Media Communication and Content Marketing
- You have strong writing abilities in English and French or German. Other language excellence is highly appreciated
- You work independently, are well-organized, structured, get things done and collaborate openly and proactively with team members



About us:

Talkwalker is a listening and analytics company that empowers over 1,000 brands and agencies to optimize the impact of their communication efforts. The company provides businesses with an easy-to-use platform to protect, measure and promote their brands worldwide, across all communication channels. Talkwalker's state-of-the-art social media analytics platform monitors and analyzes online conversations on social networks, news websites, blogs and forums in 187 languages. The company is headquartered in Luxembourg and has offices in New York City, San Francisco, and Frankfurt, with a total headcount of over 200 employees. For more information, please visit www.talkwalker.com.

Job link: <https://www.talkwalker.com/careers/1299d23d-0c8a-4c5d-a5b5-13d002243dbd>