



## Digital Marketing Specialist

### About

FeedCheck is a SaaS company that helps consumer brands to collect and analyze customer reviews from online stores (websites like Amazon, Walmart, etc.). Global consumer brands like P&G, Nestle, and Fujitsu benefit from our service to improve their product management.

We are looking for a new colleague experienced in online marketing, who can help us in the following areas:

### Your Responsibilities

#### Content creation (text, graphic, video)

Create and mold content into forms that fit our intended audience like a glove. Publish on internal (blog, website, newsletters) and external places (blogs, social media pages, etc.)

#### Content distribution

Find and develop partnerships to have more channels for content distribution. This includes blogs, news websites, and other places.

#### Manage the public Image of the company

Manage company website and blog. Manage social media pages of the company and appearances in other publications.

#### Analytics & improvement of online marketing metrics (SEO & SEM)

Propose, implement, and measure actions that will improve SEO metrics. Manage ad campaigns on different platforms (Google Ads, Facebook, Linked In, etc.).

#### Customer interactions

Interact with our customers to understand their needs and present our solutions in order to help them to fulfill their needs.

## Our expectations

Excellent verbal and written English, and great interpersonal communication skills  
Background in journalism or digital content is a plus  
Experience in creating content across various digital formats,

Knowledge of SEO principles  
Experience in SEO content creation (on-site and off-site)  
Experience with SEO tools like Search Console, Ahrefs, SEMrush

## What you will find at FeedCheck

A team devoted to helping businesses listen better to their consumers so that everyone benefits from that

Entering a promising space that benefits from consumer brands' increasing interest

Opportunity to think freely, propose and try your strategies

Curious to hear more about us, our customers, and how we could work together?

Send us your CV at [jobs@feedcheck.co](mailto:jobs@feedcheck.co)

We are eager to hear from you!