



About Ultimate Languages

Ultimate Languages pride themselves on delivering high-quality digital and localisation services, alongside impeccable customer care.

We work with our clients as an extension of their team.

Our mission is to bring global businesses closer to their customers, in their native language, by simplifying complex digital and translation solutions.

Our project managers all specialise in different areas of digital services and localisation.

Our core fields of expertise are: Travel, tourism and hospitality, Mechanical engineering and Manufacturing.

TITLE: SALES/MARKETING EXECUTIVE

JOB DESCRIPTION

The Sales/Marketing Executive will report to the Digital Team Manager and support the planning, execution, and evaluation of marketing and sales initiatives, with a strong emphasis on lead generation and brand visibility through thought leadership.

This role involves developing and implementing integrated marketing strategies, both traditional and digital, that align with Ultimate Languages' objectives. The ideal candidate will be adept at managing multiple campaigns across social media and live events, ensuring consistent brand messaging and measurable outcomes. Excellent communication skills are essential for producing compelling content, engaging diverse audiences, and collaborating effectively with internal teams and external stakeholders.



RESPONSIBILITIES

- Assist the Digital Team Manager in delivering the annual marketing strategy and lead generation plan to boost brand awareness, lead generation, and drive revenue.
- Design and execute awareness and lead generation campaigns for both new and existing services, using detailed playbooks that include target personas, value propositions, messaging, and action plans.
- Collaborate with subject matter experts to create and distribute marketing content across various formats, including digital, email, web, video, print, presentations, and white papers.
- Maintain and update the CRM system; work with the Digital Team Manager and senior leadership to understand client needs and analyse customer segments, competitors, trends, and market opportunities.
- Serve as a brand ambassador, ensuring consistent communication of our message, tone, and values across all marketing activities.
- Manage day-to-day social media and content campaigns.



SKILLS & KNOWLEDGE

- 2–5 years of marketing experience, preferably in a B2B environment.
- Excellent written English and communication skills.
- Proficient in all major social media platforms, particularly LinkedIn.
- Strong understanding of digital marketing, content creation, and distribution.
- Experience with lead generation strategies and converting leads into sales-qualified leads (SQLs).
- Exceptional attention to detail.
- Creative, self-motivated, and resourceful.
- Highly organised with excellent planning skills.
- Degree in Marketing or a related field, or equivalent professional experience.
- Proficient in Microsoft Office (PowerPoint, Word, Outlook, Excel).
- Familiarity with SEO, social media, and search engine advertising.
- Experience using Canva or similar design tools.
- Strong time management skills and a collaborative mindset.
- PR experience is a plus.

Requirements:

- Good internet connection
- Access to a reliable laptop (Windows 10 or above)

Working hours: Monday – Friday 10am – 6.30pm CET

Starting salary: 900 euros

Freelance contract will be provided and agreed upon.

Apply now: sanela.lika@ultimatelanguages.com