



## **About**

Ultimate Languages pride themselves on delivering high-quality localisation services, alongside impeccable customer care. We work with our client as an extension of their team. Our mission is to bring global businesses closer to their customers, in their native language, by simplifying complex translation solutions. Our project managers all specialise in different areas of localisation from audiovisual translation to multilingual data management. Our core fields of expertise are: Travel, tourism and hospitality, Mechanical engineering and Manufacturing.

## **JOB DESCRIPTION**

### **TITLE: MARKETING EXECUTIVE, MARKETING COORDINATOR**

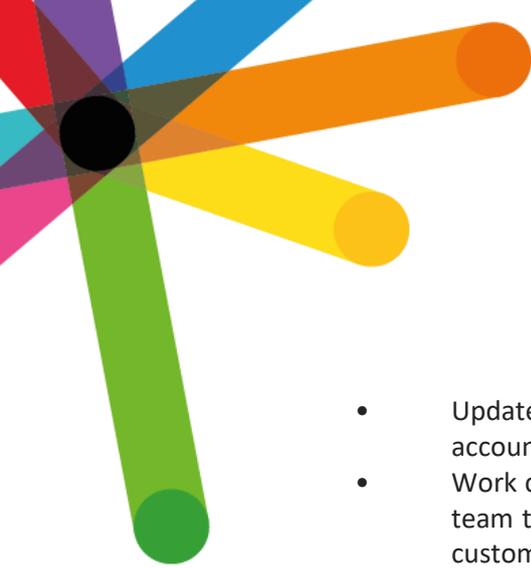
The Marketing Executive will work under the Head of Digital/Marketing to plan, implement, and review effective marketing campaigns, including those for lead generation.

This role involves developing and executing both traditional and digital marketing strategies in line with Ultimate Languages' annual marketing goals.

Candidates must be capable of managing multiple projects efficiently, meeting tight deadlines, and have experience in creating engaging content for diverse audiences and channels. Strong communication skills are essential for building good relationships with internal and external stakeholders.

## **RESPONSIBILITIES**

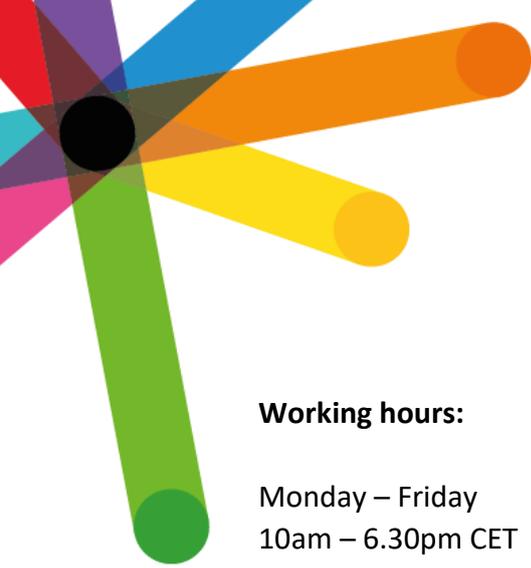
- Work with the Head of Digital/Marketing to implement the annual marketing strategy and action plan for lead generation for raising brand awareness and reputation, building relationships, and increasing revenue for Ultimate Languages.
- Build and execute marketing awareness/lead gen campaigns and tactical marketing plans for new and/or existing services by developing and deploying detailed playbooks with detailed target personas, a strong value proposition, clear messaging, and a detailed action plan.
- Collaborate with subject matter experts to create and implement appropriate marketing content across multiple channels, including digital channels, email, web, video, print, presentation decks, white papers, and other communications to support marketing campaigns.



- Update CRM, create and maintain marketing automation pathways and account-based marketing programmes.
- Work closely with the Head of Digital/Marketing and senior management team to deepen understanding of specific client needs, journeys, analyse customer segments, competitors, business trends, and market opportunities.
- Act as a brand ambassador, understanding, upholding, and communicating our message, voice, and values in all aspects of our marketing programmes.
- Lead scoring and reporting on the campaigns.
- Day-to-day social media and content campaigns management.

#### SKILLS & KNOWLEDGE

- 2–5-year marketing experience, ideally B2B
- Proficiency in the use of all social media platforms, especially LinkedIn.
- Detailed knowledge of digital marketing techniques, content curation & distribution
- Knowledge of proven lead generation tactics and the ability to drive high-value and relevant leads that we can convert into sales-qualified leads (SQLs).
- Eye for detail.
- Innovative and motivated.
- Uses resources efficiently.
- High level of organisation and planning skills.
- Has a degree in Marketing or a related field or is already working in Marketing.
- Is skilled with Microsoft Office suite, particularly PowerPoint, Word, Outlook, and Excel.
- SEO & social and search engine advertising knowledge.
- WordPress, Google Analytics knowledge.
- Experience using Canva or equivalent.
- Excellent written English and communication skills.
- Can plan, manage, and organise their own time and can work effectively in a team.
- PR experience is ideal.



**Working hours:**

Monday – Friday  
10am – 6.30pm CET

Freelance contract will be provided and agreed upon.

**Apply now: [sanela.lika@ultimatelanguages.com](mailto:sanela.lika@ultimatelanguages.com)**