

## Digital Marketing Specialist

Location: Hybrid

### About MANUS

At MANUS, we collaborate to design and build the next generation of industry-defining hardware for applications in Motion Capture, Robotics, Life Science and Virtual Reality. Our innovative solutions empower businesses worldwide.

### Position Overview

We are seeking a dynamic and results-driven **Digital Marketeer** to join our team. As a Digital Marketeer, you will play a pivotal role in lead generation and executing effective digital marketing campaigns. Your expertise will contribute to enhancing MANUS' online presence and driving business growth.

### Responsibilities

- **Lead Generation** : Utilize online channels to attract and convert potential leads into customers. Implement strategies like SEO, SEM, and targeted email campaigns to drive relevant traffic and acquire leads.
- **Digital Marketing Campaigns** : Plan and execute all digital marketing efforts, including social media, email, and display advertising campaigns. Monitor and analyze campaign performance to optimize strategies and achieve marketing goals.
- **Cooperation within the Commercial Team** : cooperate with the Product Specialists to translate their insights to focused online messaging. Present and share your thoughts and findings with the Sales and Marketing teams. Work with the Content Marketeer and Design colleagues to create striking visual content for your campaigns.

### Qualifications

- **Experience**: 2+ years in B2B digital marketing, with a focus on lead generation. Knowledge of the XR and/or Motion Capture industry is a plus.
- **Creative Thinker** : Develop innovative marketing approaches to engage target audiences.
- **Analytical Skills** : Ability to analyze data, track KPIs, and adjust marketing strategies accordingly.
- **Software Proficiency** : Proficient in digital marketing tools and platforms.

### What We Offer

- Competitive compensation package.
- Hybrid or remote work arrangement.

- Opportunity to shape the future of XR and Motion Capture technology.
- Collaborative and dynamic work environment.

#### How to Apply

Interested candidates are invited to submit their **resume and cover letter** to [careers@manus-meta.com](mailto:careers@manus-meta.com).