

## Sales & Marketing Specialist

Improve is a boutique SEO company with offices in New York, Madrid, and Vienna; we speak 20+ languages and work with clients in 60+ countries.

To us, SEO is a way to help great organizations accomplish a greater purpose while having fun at what we do. This means we don't work for just any client, we partner with projects that we feel enthusiastic about - some are already Unicorns or Fortune 500s, others with the ambition of leaving a lasting footprint.

This is an opportunity to work with an international team, learn the inside scoop on Google from Googlers, and personally manage exciting projects for Pinterest, L'Oreal, or the United Nations.

If this sounds interesting, we would love to hear from you.

### **Improve Google Insights Events: Manage and Promote Improve's Google Insights Training CPE Program:**

- Reaching out to the target audience (in-house SEOs/digital marketing experts who want to grow their career/know how). Utilize direct marketing, SEO, SEA, LinkedIn, email marketing, etc. as well as digital campaigns and earned media to create awareness and sign ups for Improve's CPE events
- Organizing in-person events in major cities across North America as well as online events; this includes, scheduling, organizing venues, agenda and socializing opportunities; ensure attendees are well taken care of and that they have an excellent experience with Improve
- Gather questions/priorities from attendees ahead of the event and debrief Improve's Trainers
- Identify upsell opportunities together with Improve's Head of Sales

### **Major Conferences/Industry Events:**

- Identify 1-2 relevant conferences per quarter for Improve to attend in order to win new clients. Focus on non-SEO/digital conferences
- Get a prominent speaker slot for our Head of Operations and/or the CEO
- Reach out to attendees and book 5-10 C-level meetings (dinners/lunches/1:1s) with high value prospects before attending the event

### **On-going responsibilities:**

- Maintaining relationships with important clients by making regular visits, understanding their needs, and anticipating new marketing opportunities

- Staying current in the industry and Improve's value proposition by joining internal trainings, workshops and client meetings as well as staying on top of Google/industry trends
- Contacting potential clients to establish rapport and arrange meetings
- Planning and overseeing new marketing initiatives
- Researching organizations and individuals to find new opportunities

## Requirements

- A bachelor's degree in marketing, mathematics, business administration, or related field.
- 1-3years experience in marketing or sales.
- Understanding and knowledge of sales and marketing
- Experience in consultative sales
- Strong analytical, organizational, and creative thinking skills.
- Excellent communication, interpersonal, and customer service skills.

## Location

New York Metro Area (highly preferred); remote work is available

## Benefits

Improve is a young, ever-growing SEO company where nothing's carved in stone. Together with the Co-founders, Head of Consulting, Head of Sales and our Account Managers, you will guide Improve's next direction.

- Work on the most exciting challenges and projects - 10x growth strategies for world-leading startups, turning around traditional companies who missed the digital train and turn them into rockstars, fixing SEO issues nobody else was able to fix.
- Work across our 3 global offices (New York, Madrid, Vienna) on projects and transfer knowledge on a daily basis.
- SEO drives up to 70% of the revenue for many of our clients - learn how to use SEO as a business growth tactic
- Access to unique Google and SEO insights
- Opportunity to grow with the company to a Project Manager role
- 20 days paid time off per year in addition to public holidays
- Comprehensive Health insurance paid by the company
- 401k Plan
- 5 sick days
- Flexible working hours
- Relocation assistance (if necessary)

**Base Salary \$60 - \$65,000 + Bonus**