



JOB SPECIFICATION

Inbound Marketing Specialist

About Fraxion

Fraxion is a fast-paced, product-led, and dynamic company that's innovation forward.

As leaders in the spend management space, we develop cloud-based software that simplifies procurement processes and provides mid-size companies with effective solutions for managing, optimizing, and analyzing business spend. Our solutions are trusted by companies in diverse industries worldwide, and we operate from offices in Cape Town, South Africa and Seattle, USA (head office).

Job Title: Inbound Marketing Specialist

We are looking for a highly skilled Inbound Marketing Specialist to join our team. The successful candidate will be responsible for developing and executing inbound marketing campaigns and initiatives that drive demand and increase lead generation. As this is a performance-driven role, the ideal candidate must have a proven and demonstrable track record in leading and executing successful inbound marketing campaigns in the B2B SaaS industry, with a focus on the US market.

Inbound Marketing Specialist duties and responsibilities

- Develop and implement comprehensive inbound marketing strategies that drive demand, high quality leads, and website traffic.
- Research and identify target audiences and personas and create effective strategies to reach them.
- Create, manage, and execute multi-channel marketing campaigns leveraging SEO, social, inbound marketing, paid social and paid search.
- Analyze and optimize landing page, CTA performance and bidding strategies..
- Create content and build content calendar that attracts a qualified audience (including blog posts, whitepapers, eBooks, reports, webinars, infographics, etc.)
- Manage and execute social media strategy, posts, and content calendar.
- Creation of digital assets (e.g., website pages, landing pages, content creation, etc.)
- Maintain marketing budgets while maximizing ROI.



- Collaborate with other departments to create cohesive marketing campaigns
- Actively brainstorm and propose new ideas for inbound marketing campaigns to grow customer acquisition.
- Maintain up-to-date knowledge of the industry's best practices, trends, strategies, and offerings around inbound marketing.
- Measure and report on the effectiveness of our inbound marketing campaigns against agreed key performance indicators (KPIs), using metrics such as website traffic, leads, and conversions etc.
- Optimize marketing automation and lead nurturing processes through email, content, newsletters, and social channels.
- Work with digital marketing agency to ensure successful delivery of marketing campaigns and performance.

Essential skills and core competencies

- Copywriting (non-negotiable as inbound runs on content)
- HubSpot certified, proficiency in Marketing and Sales automation and attribution, reporting and analytics.
- Paid media experience: Capterra PPC, Google Ads (setting up and managing campaigns and content/ ad copy creation etc.)
- Paid social media experience: LinkedIn, Facebook (setting up and managing campaigns and content/ ad copy creation etc.)
- Organic social media experience
- Proficient in conversion rate optimization and best practices
- SEO and on-page content optimization

Requirements

- At least three (3) years of inbound marketing experience with demonstrated success in developing and executing lead and revenue-generating campaigns.
- Analytical and data-driven
- Results-driven
- Excellent communication and interpersonal skills
- Creative thinker and problem solver
- Efficient organizational and time management skills
- Ability to prioritize and manage multiple tasks and projects

Education, Training and Experience Required

Digital Literacy

- Google Analytics
- Google Search Console
- Google Ads
- Gartner (Capterra, Software Advice) PPC & PPL
- HubSpot
- SEMRush
- Clarity / HotJar

Level of Formal, Professional, Education or Training

- Industry relevant tertiary qualification
- B2B SaaS Marketing experience
- 3+ years of experience in Inbound Marketing
- Previous remote work experience
- Experience working in the US market

Advantageous

- Figma
 - Adobe Creative Suite
 - Surfer SEO
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