




Company Description

Berba <https://berba.net/> is an online platform that allows thousands of native translators to work with the assistance of Artificial Intelligence to translate digital content faster and with better quality. We are a young, growing team of motivated entrepreneurs ready to take on new challenges. We hail from 4 different countries, have lived in 12, and can speak 7 different languages, so international communication is in our DNA. We want to work with likeminded people who are motivated and passionate about what they do as well.

Information

 Deadline: 2021-06-30
 Category: Business
 Province: Bizkaia

 Country: Basque Country
 City: Bilbao

Company

Berba



Main functions, requisites & benefits

Main functions

We are currently seeking a SEM specialist to head Berba's lead generation strategy. This will be a critical position, and the person who leads this effort will be fundamental in the success of Berba's growth strategy. The SEM Specialist will report to the CMO. Specifically, you will: Run SEM campaigns and other growth initiatives end-to-end with an approximate budget of €5000/month. You will design experiments, develop campaign strategy, and drive execution of the campaign through to completion. Investigate and test new channels to communicate with our potential customers. Track analytics and measure the impact of each campaign and develop ways to scale. Work cross-functionally with product, operations, sales and data analysts to meet ambitious growth B2B targets.

Requisites

Deep knowledge of and hands-on experience with managing a budget, owning KPIs, and building and optimizing B2B SEM campaigns, especially in Google Ads, for at least 2 years. Highly analytical and always keep KPIs front of mind, but without compromising your creative side. Take initiative, have a strong internal motivation to succeed and don't wait for others to tell you what to do. Native English speaker, or if not, you are able to create campaigns that sell in English and you can communicate fluently in this language in a business environment.

Benefits

Why would you choose us? We always hire better people than us. This is an opportunity to make a huge impact in the company in just a few months' time. We love transparency and we hate bureaucracy. We are a remote-friendly company, and we truly believe in the philosophy of flexibility & responsibility. You won't find a better place to be challenged and be part of a fun team at the same time. We think that quality work deserves to be compensated. We can offer you around 40K salary (depending on seniority). You are an empowered team member with the autonomy to deliver value and to propose improvements from a business point of view. We are changing the translation industry, and you will be a vital part of it.