**DFS Marketing Executive**

Mobile World Capital Barcelona offers an excellent professional opportunity as a Marketing Executive to join its Digital Future Society program.

**What is MWCapital?**

Mobile World Capital Barcelona is an initiative driving the digital advancement of society while helping improve people’s lives globally. With the support of the public and private sector, MWCapital focuses on four areas: the acceleration of innovation through digital entrepreneurship (The Collider), the transformation of industries through digital technology (5G), the rise of digital talent among new generations and professionals (Digital Talent), and the reflection on the impact of technology in our society (Digital Future Society). Collectively, our programmes are positively transforming the economy, education and society.

**What is the Digital Future Society?**

DFS is a global program that connects experts, policymakers, civic organizations, and entrepreneurs to understand, address, and engage with the ethical, legal, and inclusive challenges and opportunities arising from digital transformation and technological development.

**Objective of the position and responsibilities**

As DFS Marketing Executive, you will work alongside the Marketing Coordinator on the execution of the Marketing and Communications Plan, working closely with the Head of Marketing and Communications and the Marketing Director on the execution of the Corporate Communications and Marketing Strategy, of the program.

- Execute the communication and marketing strategy for the DFS initiative together with the DFS Marketing Coordinator, the MWCapital Marketing team and external agencies.
- Collaborate closely with all partners in the DFS initiative to build a strong brand, ensure consistent messages, create relevant content, and build a clear and influential DFS identity.
- Constantly optimize content targeting to drive follower growth, reach, engagement, traffic, and downloads.
- Manage the annual content plan, the social media budget and the content agency.
- Lead communication in all digital channels, coordinate the social media strategy for DFS.
- Be the main point of contact for social media engagement, tools and apps.
- Manage, develop, maintain and update web content.
- Work with the editorial and marketing team to drive SEO in content creation and scheduling.
- Coordinate with external agencies to deliver all marketing activities and materials.
- Provide detailed analytical reports on all forms of digital marketing and website performance.
Experience and skills required:

You must be a proactive, flexible and organized person, with the energy to work in a dynamic environment.

• Degree in Marketing, Communication, Journalism or similar.
• A minimum of 3-5 years of work experience in an internal communications agency / department
• Strong project management and time management skills.
• Demonstrated ability to develop and execute communication and marketing plans.
• Knowledge of the Barcelona and European ecosystem and initiatives in digital social innovation will also be valued.
• Experience and interest in digital technologies and the digital economy.
• Analytical and organized mindset
• Excellent verbal, written and interpersonal communication skills in English and Spanish.
• Excellent writing skills: good writer and tech savvy
• Orientation to action and results, very capable of working autonomously and proactively.
• Ability to work with team members to solve problems and drive results.
• Very good knowledge of social media channels
• Orientation towards action and results, very capable of working autonomously and proactively as part of an international team.
• Knowledge of the Barcelona and European ecosystem and initiatives in digital social innovation.

What we offer you at MWCapital

• Join an exciting project and in a strategic sector
• Full time and initial temporary contract
• Access to training, social benefits, flexibility, home office and a good environment

Evaluation method:

• Interviews with Talent & People and with programme director

If you want to enrol in this offer, send us your CV through our profile at Welcome to the Jungle. https://www.welcometothejungle.com/


MWCapital guarantees that both the selection processes and the people involved in them (both recruiters and project managers) will not discriminate against any application based on age, disability, ethnicity, marital status, gender, nationality, political ideology, race, religion or sexual orientation.