

# Digital Marketing Specialist @ Sharpa

contact@efftalents.com

Phone :

Web :

## Job Summary

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Vacancy :

Deadline : Aug 15, 2024

Published : Jul 15, 2024

Employment Status : Freelance

Experience : 3 - 5 Years

Salary : To be defined

Gender : Any

Career Level : Mid Level

Qualification :



## Job Description

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### Responsibilities:

- Develop and implement **marketing strategies** to increase the visibility of properties on various real estate portals and search engines.
- **Create and manage content for social media platforms** (Instagram, Facebook) and **online advertisements** (Google Ads).
- Build and maintain **email marketing campaigns** to engage potential clients.
- **Track and analyze marketing campaign performance**, adjusting strategies as needed to maximize lead generation and conversion.
- **Manage the company's online presence**, ensuring properties are effectively showcased.
- Coordinate and execute marketing campaigns for short-term rental properties (e.g., Airbnb), including photography and content creation.
- **Generate and manage leads through various channels**, ensuring timely follow-up and engagement.
- Create investment property lists and track client interest.

### Requirements:

- Minimum of **2-3 years of experience in real estate marketing**.
- Proficiency in social media platforms (Instagram, Facebook, E-go) and online advertising tools (Google Ads).
- **Strong understanding of SEO** and real estate portals.
- Experience in **content creation, email marketing, and lead generation**.
- Ability to analyze **marketing data and adjust strategies** accordingly.
- Familiarity with **short-term rental platforms** (e.g., Airbnb).
- A **background in real estate marketing** is required.
- Advanced English and Portuguese (mandatory).

### About the company:

We specialize in helping clients buy and sell properties in Portugal. Our team of agents has **a deep knowledge of the local market and is dedicated to providing personalized service** to each of our clients. Whether you are looking for a vacation home, an investment property, or a permanent residence, we have the expertise and resources to help you find the perfect property in Portugal. With our **extensive network of contacts and commitment to excellence**, we are confident that we can help you achieve your real estate goals.

### Your recruiter:

Renata, Talent Acquisition Specialist @ Effitalents.  
Reach her to get more infos!

## Education & Experience

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## Must Have

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## Educational Requirements

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**Compensation & Other Benefits**

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