

## Marketing Specialist – Inbound Marketing (based in Lund, Sweden)

Are you a hands-on digital marketer who thrives on creating exceptional online experiences and driving inbound strategies? Do you have a passion for website design, UX optimization, digital campaigns, and lead nurturing using tools like HubSpot? Are you ready to make a real impact on how major international telecom operators across Western Europe and North America, engage with cutting-edge broadband solutions? If yes, InCoax Networks AB is looking for you to join us as our Marketing Specialist – Inbound Marketing!

This is your chance to work in a fast-paced, global environment where your creativity and expertise will help shape our digital presence and connect us with the world's leading telecom operators. Based in Lund, Sweden, you'll roll up your sleeves to build, manage, and optimize our website, plan and execute digital campaigns, and drive our inbound marketing strategies to attract visitors and turn them into loyal customers.

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### What you'll do

#### Hands-on website management & design

- Build, manage, and optimize the website, ensuring it's visually compelling, high-performing, and user-friendly.
- Implement hands-on improvements to website features, navigation, and layout to enhance user journeys and engagement.
- Design and maintain landing pages, CTAs, and forms that drive lead conversion.
- Oversee and manage the company's investor relations site, ensuring timely updates and accurate information for investors, shareholders, and analysts.

#### SEO & Inbound traffic generation

- Conduct keyword research and apply SEO strategies to boost organic traffic and search engine rankings.
- Optimize website content, structure, and metadata to align with our target markets and improve visibility.
- Continuously monitor performance metrics and make hands-on adjustments to improve results.

#### HubSpot expertise & lead nurturing

- Use HubSpot to build and manage automated workflows, nurture campaigns, and integrate website forms for effective lead capture.

- Analyze lead behavior to guide prospects from Marketing Qualified Leads (MQLs) to Sales Qualified Leads (SQLs), supporting the sales team with high-quality leads.
- Ensure seamless integration of marketing automation tools with the website to maximize efficiency and scalability.

## **Digital campaign planning & execution**

- Plan, create, and execute digital campaigns across email marketing, social media platforms, and website marketing to engage prospects and nurture leads.
- Monitor and analyze campaign performance, making data-driven adjustments to maximize engagement and conversion rates.
- Collaborate with cross-functional teams to align digital campaign messaging with broader marketing objectives.

## **Engaging content development**

- Collaborate with content creators to deliver engaging, high-impact website content tailored to international telecom operators.
- Maintain and execute a dynamic content calendar aligned with inbound marketing campaigns, SEO strategies, and sales priorities.
- Ensure all website and investor site content is up-to-date, visually appealing, and aligned with our brand voice and corporate messaging.

## **Investor communication**

- Manage updates and content for the company's investor relations site, ensuring compliance with financial communication standards for Nasdaq First North stock exchange.
- Publish quarterly financial reports, press releases, and key investor announcements on the site.
- Collaborate with internal teams to ensure investor communication is consistent and reinforces the company's strategic vision.

## **Performance analysis & optimization**

- Use tools like Google Analytics 4 and HubSpot to track website performance, lead conversion, and user behavior.
- Conduct A/B testing on landing pages, CTAs, and workflows to continually improve conversion rates.
- Present actionable insights and recommendations to enhance the customer journey, investor communication, and ROI.

### What we're looking for

- 3+ years of experience in inbound marketing, with a focus on hands-on website management, SEO, digital campaigns, and marketing automation.
- Proven expertise with HubSpot, including automation workflows, lead nurturing, and CRM integration.
- Experience managing investor relations communication and ensuring compliance with stock exchange standards.
- Strong knowledge of UX/UI design principles and a demonstrated ability to create high-performing websites.
- Advanced skills in analytics tools (Google Analytics) and SEO platforms (SEMrush, Ahrefs).
- Proficiency with HTML/CSS and CMS platforms like WordPress or Elementor.
- Fluent in English; Swedish is a bonus.

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### Why join InCoax Networks?

At InCoax Networks AB, we are revolutionizing broadband delivery with innovative, cost-effective, and sustainable solutions for multi-family buildings. As a Nasdaq First North-listed company, we are committed to excellence in both our customer solutions and our investor relations.

Here's what makes us a great employer:

- **Global impact:** Work directly with major international telecom operators across Western Europe, North America, and Asia to shape the future of broadband.
- **International environment:** We attract colleagues from far corners of the globe, why most meetings are in English.
- **Innovative environment:** Join a collaborative team that values creativity, hands-on work, and impactful results while working on cutting-edge broadband technologies.
- **Professional growth:** We offer opportunities to learn, advance, and make a tangible difference in your career.
- **Prime Location:** Your main workplace will be at our modern headquarters in Lund, Sweden, but occasional off-site work is also accepted. Some national and international travelling is occasionally required.

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### **How to apply**

If you tick-off some or preferably most of the boxes above, send your resume and a cover letter to [hello@incoax.com](mailto:hello@incoax.com). We are reviewing applications continuously - so do not wait to apply. Feel free to share examples of your hands-on website projects, digital campaigns, inbound marketing initiatives, or investor communication experience to showcase your expertise, but we can also pick that up later.

Main objective now is to make the connection!