



If you are looking for a new way to challenge yourself

we may have the right opportunity for you.

Balkan Services is an IT consulting company that helps organizations select the most suitable software solutions to support their business growth and ensures their implementation in the fastest, most efficient, and seamless way possible.

As a result of new projects and a growing workload, we are expanding our team.

We are looking for:



Marketing Specialist

(Content, Digital & Communications)

We are looking for a modern, hands-on marketer who enjoys both thinking and execution.

Someone who writes naturally, communicates clearly, stays organized, and takes ownership instead of waiting for constant direction.

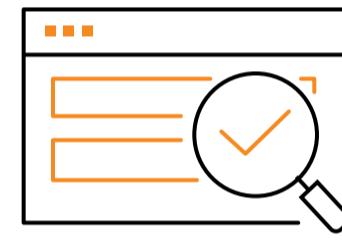
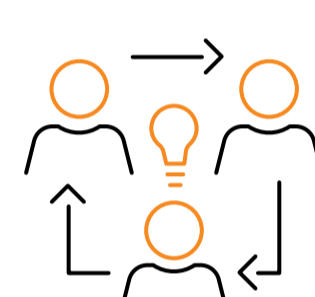
You will work across content, digital marketing, communications, visibility initiatives, and day-to-day marketing execution supporting a growing B2B technology and business solutions company.

The environment is dynamic, the team is lean, and contribution is visible. We value people who are practical, reliable, adaptable, and comfortable combining creativity with structure.

Strong advantage will be experience in B2B technology, IT services, SaaS, consulting, or other professional services environments. Familiarity with PR, content repurposing, external agencies, or marketing automation workflows will also be highly valued.

What You'll Be Doing:

- Create and manage content in English and Bulgarian;
- Write LinkedIn posts, newsletters, articles, announcements, and company communications;
- Support website content updates and digital campaigns;
- Plan, manage, and maintain the communication calendar to ensure consistent and timely content delivery across channels;
- Coordinate marketing activities, timelines, stakeholders, and deliverables;
- Follow up proactively across teams and external partners to keep activities moving;
- Work with external agencies and partners when needed;
- Create or adapt simple branded visuals using Canva or similar tools;
- Support events, PR activities, and company visibility initiatives;
- Use AI and modern tools to improve speed, quality, and efficiency;
- Help turn business and technical topics into clear, engaging communication;
- Track basic content and campaign performance and improve based on feedback and results.

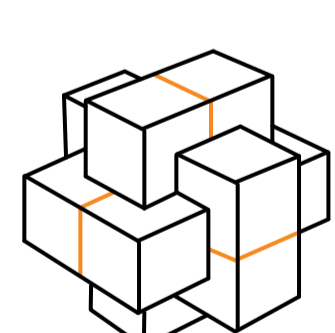
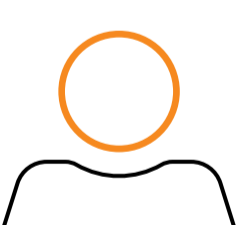
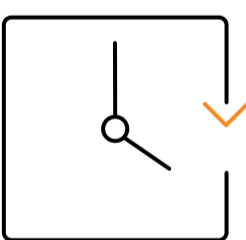
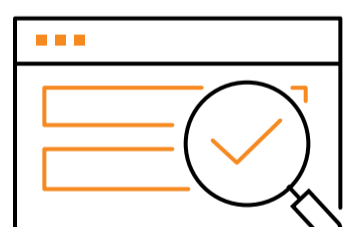


What We're Looking For:

- 3-5 years of experience in marketing, communications, or digital marketing;
- Excellent written English;
- Strong content and copywriting skills;
- Understanding of B2B communication and digital channels, especially LinkedIn;
- Understanding that marketing supports business goals - not just content publishing;
- Hands-on execution mindset with good attention to detail;
- Ability to organize work, manage multiple parallel tasks, and adapt to changing priorities;
- Confidence working independently in a fast-moving environment;
- Ability to coordinate across people, dependencies, and timelines without constant supervision;
- Curiosity, learning agility, and willingness to improve things instead of simply executing tasks;
- Structured and proactive communication style.

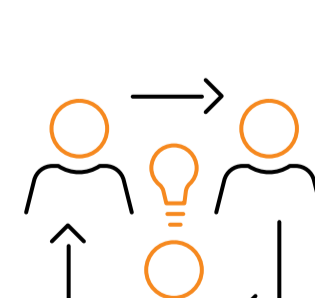
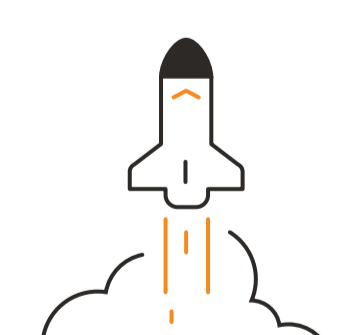
Practical experience with:

- LinkedIn and social media content;
- Newsletters and email communication;
- Canva or similar tools;
- Wordpress;
- Basic SEO and digital marketing workflows;
- AI tools for content and productivity;
- Basic analytics or marketing performance tracking.



What We Offer:

- A varied role with real contribution and ownership;
- Opportunity to work closely with business and leadership teams;
- Space for ideas, initiative, and professional growth;
- A collaborative and down-to-earth work environment;
- Exposure to modern B2B marketing and technology services.



READY FOR THE NEXT STEP??

We'd love to hear from you. Send your application to jobs@balkanservices.com and let's get acquainted.

The first stage of the recruitment process includes a task that will be sent to shortlisted candidates.



The second stage consists of an interview with candidates who have successfully completed the task.