

Marketing Specialist – FreeMove Alliance

Application deadline: 2026-08-31

Budapest

Magyar Telekom Nyrt.

Teljes munkaidő- határozatlan idejű

About the team

- We are looking for a hands-on, proactive Marketing Specialist to support the execution of [FreeMove Alliance's](#) marketing, communications and engagement activities. Working closely with the Marketing and Communication Directors, you will translate strategic priorities into high-quality campaigns, content and experiences across digital, internal and external channels.
- You will be responsible for the day-to-day execution and coordination of marketing activities, from planning and content production through publication, promotion and performance measurement. The role covers a broad mix of responsibilities, including content and editorial management, digital marketing, CRM and marketing automation, internal communications, events and brand management.

Your responsibilities

- **Campaign and project ownership:** Turn annual marketing priorities into concrete campaigns, timelines, and deliverables, managing assigned projects end-to-end from briefing to evaluation.
- **Content and editorial leadership:** Act as the editor-in-chief for FreeMove communications, manage the operational content calendar, and produce high-quality materials.
- **Digital marketing and CRM:** Build and maintain HubSpot workflows, automated communication flows, and manage FreeMove's organic and paid presence on LinkedIn.
- **Community engagement and events:** Support the

Requirements

- You hold a BSc/MSc degree in Marketing, Communications, Business, or a related field.
- You have 3–5 years of relevant professional experience in marketing, marketing communication, digital marketing, or a similar role.
- You possess professional working proficiency in English (both written and spoken) with excellent writing, editing, and presentation skills to turn complex inputs into clear communication.
- You have a strong understanding of content marketing, SEO, social media, paid digital campaigns, email marketing, and marketing analytics.
- You have strong project management skills and are proactive, organized, and detail-oriented.
- You have the ability to work constructively with external partners, suppliers, and international stakeholders at different seniority levels.

Nice to have

- You have experience in international B2B marketing, the telecommunications sector, or alliance/partner environments.
- You have hands-on experience or working knowledge of the following tools: HubSpot, LinkedIn Campaign Manager, WordPress, SharePoint, Canva, CapCut, and Microsoft Teams Webinars.

delivery of the FreeMove Summit, Customer Advisory Boards, webinars, onboarding initiatives, and champion programs to keep the international community connected.

- **Measurement and reporting:** Track marketing performance across social, web, email, and CRM channels, prepare dashboards, and turn findings into practical recommendations.
- **Intern support:** Provide day-to-day guidance and supervision to the team's Marketing Intern, helping prioritize tasks and supporting their development.

Benefits

- br. 700.000 Ft/year cafeteria budget that you can spend on customizable benefits from a wide range of options
- br. 45.000 Ft/month telecommunication discount, making Telekom services available for you and your family members
- Premium, complex TritonLife health package, including outpatient and specialist care, diagnostics, one-day surgery, preventive screenings, and online or phone medical consultations
- Company laptop and high-end mobile phone provided
- Discounted employee and family mobile/home service subscription packages
- Minimum of 25 days of base vacation per year (based on age)
- 15 days of paid paternity leave with 100% salary payment
- Employee Assistance Program to provide support and counseling when needed
- Travel allowance for daily commuting and weekend home travel
- Employee referral bonus program for successful hires
- Comprehensive onboarding program with dedicated mentor support from day one
- Employee life insurance, health offers, and medical screening programs
- Access to our on-site gym and rooftop running track to boost your fitness
- Free premium coffee and tea provided in our kitchen areas
- Access to a broad digital training portfolio with thousands of professional and soft-skill courses

Development opportunities

- Regular internal trainings and workshops
- English and German language learning opportunities, even with native speaking teachers
- Unlimited access to Percipio and Coursera online platforms

- You can join us whenever it suits you

Where?

- We work in a flexible, hybrid setup with three days from home and two days at the Telekom Campus

If you have any other questions about this position...



Jakab Rókö
Recruitment Specialist
LinkedIn

Are you interested? Get involved!

APPLY NOW