

Digital Marketer

Full-time | Remote, USA, Ireland, Canada, or other | Infinite Built

About the role

We are looking for a Digital Marketer to add capacity as CxAlloy and Infinite Built scale. You will own paid advertising and marketing analytics, and work across social, campaigns, content and web, reporting to the Director of Marketing. The profile we most want pairs marketing skill with a technical or industry background such as construction, commissioning or engineering.

What you will do

- Own paid digital advertising across Google Ads, LinkedIn and paid social, from setup and targeting to budget and optimisation.
- Own marketing analytics and reporting across HubSpot and Google Analytics, including inquiries, traffic, campaign performance and sector segmentation.
- Turn campaign and web data into clear recommendations on what to run and where to spend.
- Support campaign execution across the year, including launching campaigns on a spread out schedule, managing sprints and keeping work on track in Wrike.
- Help run organic and paid social across CxAlloy and Infinite Built, aligned to the campaign calendar.
- Draft and edit copy for social, email and landing pages, using AI tools for research and first drafts with strong human review.
- Make website and landing page updates in HubSpot and coordinate with the web team.
- Support SEO and AEO research, Office Hours and webinars, and graphic request coordination.

What we are looking for

- Experience running digital and paid campaigns in B2B, with strong analytics skills.
- Hands-on with Google Ads, LinkedIn Campaign Manager and Google Analytics.
- Comfortable across the full marketing mix, not just paid.
- Organised and reliable at project managing campaigns and keeping work moving.
- Confident using AI tools for research and first drafts, with the judgement to edit and finalise.
- Familiarity with HubSpot and Wrike is a plus.

Why this role matters

As both companies land larger contracts, marketing output has to scale. This role adds the capacity to run paid and analytics properly while keeping campaigns and content moving.

What We Do

Infinite Built is the exclusive distributor of CxAlloy and Built Insights. Software used by commissioning, QA/QC, and project delivery teams across complex buildings, data centres, and mission critical infrastructure.

CxAlloy manages the day-to-day commissioning workflow: issues, checklists, tests, equipment records, and project documentation in one place. Built Insights extends that data into portfolio analytics, reporting, and smarter project visibility.

CxAlloy has been around long enough to have shaped how a lot of commissioning teams work. The platform supports teams across 35+ countries. Built Insights is the next layer. The team is small, we like working together, and the work moves quickly.

Why You Should Work With Us

We are a small, remote-first team across the US, Canada, the UK, Europe and Ireland. You will work directly on the product, with real ownership and room to shape how we work. We want people who build alongside us, not in isolation.

Location

Remote, based in the USA, Ireland, Canada, or other. Applicants must have the right to work in the country they are based in. This role does not include visa sponsorship.

Some roles include occasional travel. Any travel is noted on the individual role.

How to apply

Apply through the link provided on each role or email sales@infinitebuilt with name, email and LinkedIn profile.