



Marketing Manager - Italy

About Cityscoot

Cityscoot is a promising young startup! We launched the first self-service electric scooter service in June 2016 in Paris. Thousands of users are already using our scooters daily, but we are just at the beginning of our development! We have already deployed thousands of scooters, while delivering impeccable and unforgettable experiences to our users. To cope with our rapid growth, we are looking for many motivated people with proven management experience to expand our business and strengthen the quality of our service.

The role

We are looking for a highly talented Marketing Manager in our HQ in Paris. This is a rare opportunity to become a critical member of a rapidly growing, well-funded startup. You will guide our growth strategy, and be primarily responsible for attracting consumers and corporations to use our platform to change their way of moving in the city.

Requirements

The ideal candidate would have experience in scaling marketing, both online and offline.

Italian and English are a must. French is a plus.

- 3+ years experience in digital marketing
- Exhibit high degrees of creativity to support ideation of marketing campaigns that appeal to a diverse range of customers in Italy
- Display high levels of analytical horsepower: being “numbers driven” is key as you need to look at weekly reports and KPI to modify marketing initiatives and guide budget allocation
- Proven ability to successfully develop and execute major multi-channel marketing campaigns
- Experience in managing social networks (Facebook, Twitter, Instagram)
- Experience in a high growth consumer oriented startup is a plus

Tasks

As Marketing manager, you will be responsible for the business growth and the expansion of our customer base in Italy. You will also be in charge of the local marketing strategy and marketing budget. Main tasks will be:

- Covers CRM, social, content, paid and organic digital campaigns, offline events, sponsorships, partnerships, consumer PR, other brand initiatives etc.
- Lead development of detailed quarterly marketing plans
- Participate on analysis and report on ROI of marketing campaigns and initiatives
- Execute in-person, online and social campaigns
- Liaise with marketing and design teams in Paris for customized local initiatives in Italy

Details

- Full time job
- Salary: 36k€ gross
- Location : Paris

Please apply to hr-italy@cityscoot.eu (#marketingmanager)