



Marketing Manager – Spain

About Cityscoot

Cityscoot is the pioneer of sustainable free floating mobility since the launch of its shared electric scooter service in 2015 in Paris, and is actually among the largest companies of the sector in Europe with presence in Paris, Nice, Milan and Rome.

Thousands of users are already using our scooters daily, but the truth is that we are just at the beginning of our development! We have already deployed thousands of scooters while delivering impeccable and unforgettable experience to our users in multiple cities, and now it's the turn of our beloved Barcelona.

To support our rapid growth, we are looking for motivated and talented individuals who will help expand our business and strengthen the quality of our service.

The role

We are looking for a highly talented Marketing Manager in our Spanish HQ of Barcelona. 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 corporates to use our platform to change the way they move in the city.

Requirements

The ideal candidate would have experience in scaling marketing, both online and offline. Spoken and written Spanish, Catalan 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 Spain
- 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)
- Deep knowledge of the city of Barcelona and its main spots, personalities, events...
- Experience in a high growth consumer-oriented startup a plus
- Ability to use photoshop and similar a plus

Tasks

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

- Cover 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 in the 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

Please apply to hr-spain@cityscoot.eu (#MarketingManager)