

Application deadline: 9 January 2023

Marketing Manager

BACKGROUND

EIT Urban Mobility, an initiative by the European Institute of Innovation and Technology (EIT), acts to accelerate change on making urban spaces more liveable. Since 2019 we have been working to encourage positive changes in the way people move around cities to make them more liveable places. We are the largest innovation community on urban mobility in Europe.

	<i>We create systemic solutions that will move more people around the city more efficiently and free up public space.</i>
	<i>We bring all key players in urban mobility together to avoid fragmentation and achieve more.</i>
	<i>We engage cities and citizens from the word go, giving them the opportunity to become true agents of change.</i>

ABOUT THE JOB

The **Marketing Manager** will report to the Director of Communications & EU Affairs. The jobholder will be responsible for the development and supervision of marketing strategies and plans to plan, organise and coordinate marketing activities across the organisation that will contribute to the commercial objectives of EIT Urban Mobility. The jobholder will develop strategies, and implementation plans to execute comprehensive marketing campaigns, and support other departments with their marketing activities.

Main tasks and responsibilities include:

- Conceptualise, design and execute the entire marketing roadmap, strategy and plans of EIT Urban Mobility, to ensure a company-wide approach and alignment of all marketing actions;
- Coordinate marketing activities across the organisation to contribute to the commercial objectives of EIT Urban Mobility, covering B2B and B2C strategies. This includes working with the different departments such as Impact Ventures, Academy, Market Development, our Innovation Hubs (regional offices), to attract new partners, start-ups and students, and promote our offerings;

- Develop compelling story telling and value proposition: identify customer segments, create personas, carry out research and contribute to voice of customer (VOC), contribute to value proposition design;
- Produce marketing collateral to support the various stages of the customer journey that can be used for business development and sales;
- Manage budgets and work with suppliers for marketing work;
- Implement tactical marketing processes;
- Communicate brand strategy and plans throughout the organisation to ensure alignment between sales teams (regional offices);
- Manage the database and marketing related relevant contacts within our CRM system;
- Contribute to the development and execution of demand generation and conversion activities through paid search campaigns, paid social media, content creation, PR, events and other initiatives targeting identified target audiences as part of the pull strategy;
- Implement EIT Urban Mobility's brand guidelines and act as brand custodian for all marketing activities done across the organisation;
- Contribute with content of corporate newsletters, annual reviews, website, social media, and other relevant publications and support with effective Europe wide dissemination of the marketing collateral;
- Contribute to the preparation of our flagship event Tomorrow.Mobility World Congress, creating a marketing campaign, to find sponsors, clients and ensure the registration of attendees;
- Monitor, evaluate and report on the marketing activities. Prepare regularly reports and identify and implement improvements and good practices.

Many of above-mentioned activities require alignment and cooperation with other colleagues of the Communications and EU Affairs team, as well as with employees of other departments.

The position is based in **Barcelona**.

Permanent and full-time position, with possibility to work from home up to 2 days a week.

No relocation expenses are assigned.

THE PERSON WE ARE LOOKING FOR

We put a high value on your individual qualities, and we are looking for someone who strives for making a difference together with other people

We also want you to have:

- At least 7 years relevant working experience in a marketing role within the B2B sectors and experience directly related to above defined responsibilities;
- Full understanding of the end-to-end marketing process is a prerequisite;

- Be able to ensure upstream (strategic) activity is connected to downstream (communication) activity within the context of business strategy;
- Excellent understanding and familiarity with brand building and brand management;
- Demonstrated proficiency in internet marketing techniques, technologies, and solutions;
- Highly effective project management, prioritisation, multi-tasking, and time management skills to meet deadlines;
- Focus on performance, growth marketing and data-driven decision making;
- Ability to manage and co-ordinate the end-to-end development process while meeting deadlines and budget requirements;
- Strong presentation, written and verbal communication skills;
- A well-defined sense of diplomacy, including solid negotiation, conflict resolution, and people management skills;
- Excellent communication and management skills;
- Excellent communication skills in English, both verbally and in writing;
- Experience in managing and sourcing suppliers and external support;
- Have a strategic mindset combined with hands-on and entrepreneurial approach, able to drive change and performance;
- Strong team player with the ability to navigate a highly complex organisational structure and operational processes of a growing organisation;
- Self-starter, ability to use initiative, good work ethic with a can-do attitude.

Experience in the below would be considered as a plus:

- Professional knowledge in the mobility sector.

To be a fit for this role:

An ideal candidate will strive to generate positive environmental and societal impact in line with EIT Urban Mobility's mission. We are looking for individuals with a "can do" attitude, who are passionate about disseminating knowledge, know-how, good practices and lessons learnt.

GENERAL CONDITIONS

By the closing date of this call candidates must:

- be a national of an EU Member State or have a working permit valid to work in Spain.
- enjoy their full rights as citizens;

EDUCATION

- University degree in marketing, advertising, sales, or business administration, or equivalent;
- Written and spoken English (C1), another European language is a plus.

APPLICATION PROCESS

EIT Urban Mobility is an equal opportunity employer and values diversity. To build a strong digital Europe that works for everyone it is vital that we have diverse range of skills, knowledge, and experience in the sector. Therefore, we welcome applications from anyone who meets the above criteria.

To apply for this position, please download the [application template](#) from EIT Urban Mobility website. Complete the four elements of the application:

- 1) Personal **contact details**;
- 2) An **essential criteria** checklist;
- 3) A **Cover Letter** demonstrating how you match the skills defined in the job description – examples should be given.
- 4) A **curriculum vitae**.

Follow the naming process detailed below:

- Format: Save your completed application form in **one single file** in PDF format.
- File name: Name the file according to the model “*EITUM_first name_last name*”. For example, Joanna Smith would name the file, *EITUM_Joanna_Smith*.
- Email title: The subject field should read “*Marketing Manager. HR137-2023*”.
- Send to: Send your completed application to: recruitment@eiturbanmobility.eu.

Deadline for applications: 9 January 2023

Data Protection Disclaimer

Your personal data will be processed with utmost care by the EIT KIC URBAN MOBILITY, S.L. or its subsidiaries.

The said processing will allow us to manage the recruitment of the offered positions, and more specifically:

- to enable you to submit your CV to apply for specific jobs;
- to match your details with the job vacancies and to eventually contact you;
- to retain your details and notify you about future job opportunities similar to the specific role for which you have contacted us;
- to answer your enquiries.

You can exercise your data protection rights, writing to recruitment@eiturbanmobility.eu.

You may find further information in the full GDPR Compliance privacy note for applicants available [here](#).