

Marketing Manager for SnappCar

We are looking for a highly ambitious and skilled Marketing Manager for SnappCar with a proven track record of both on- and offline marketing.

About SnappCar

SnappCar is a rapidly growing Dutch start-up in the field of car-sharing, with a result-driven and dynamic company culture. More than 100.000 cars in Denmark are not being used 90% of the time, resulting in a great amount of currently untapped mobility opportunities. SnappCar aims to explore these opportunities by bringing together people with spare capacity and people looking for a rental car, and has established a community in which thousands of car owners share their personal cars with neighbours and friends.

As an innovative and expanding company the working environment is characterized as energetic with team members who take a great pride in their work and strive to become the best in their area of expertise. SnappCar provides a fully reliable and user-friendly digital marketplace, and with a mission of decreasing the number of cars on Europe by 1% in 2020 the company aims to have a great societal impact. To strengthen the SnappCar team and to meet the company's growth ambitions, SnappCar is now looking for a well-organized Marketing Manager, who can take charge of the customer story for SnappCar with the aim of making SnappCar become the preferred peer-to-peer car sharing brand in Denmark.

The position

As Marketing Manager you possess a combination of strategic planning and analytic skills as well as marketing and project management. You will look into the strategy, developing, executing and optimization of SnappCar's marketing efforts and effectiveness in all relevant media channels. That is both Owned, Earned and Paid digital channels (PPC / SEM, SEO, Social Media, opportunities for Partnerships, Direct Response Marketing, Permission Marketing, Mobile Marketing, Offline Marketing, CRM, banners, TV, radio, outdoor etc.). You are comfortable in an "all hands-on deck" environment, love solving problems, thrive in a start-up culture, and above all you are passionate about peer-to-peer business solutions. You will be in charge of creating compelling stories for the SnappCar members, and help drive more users to join the SnappCar community through storytelling, branding and content. Through events, email marketing and social media you will activate current members in Copenhagen. You will work in close collaboration with the Community Manager who is the voice of the brand through support, email, website, social media and our blog. It is expected that you know your local 'Snappies' inside out and you deeply understand their habits and preferences. You have a pulse on Copenhagen / Denmark - specific trends - and use these insights to grow the demand for SnappCar. You quantify everything you do to improve the performance of the SnappCar marketing and promotion efforts as well as document everything in the global SnappCar playbook

As Marketing Manager, you will report directly to the Country Manager. Your workplace will be in SnappCar Copenhagen location at Østerbro as well as some travelling activity to the HQ office in Netherlands in Utrecht will be required.

Your profile

As an ideal candidate, you have a bachelor's degree as well as a minimum of 3 years' experience from a similar role in the commercial industry as a part of a marketing team or manager of a small marketing team. You must have a proven track record with creating and executing marketing campaigns as well as knowledge of an experience with different marketing and data analysis tools.

You are fluent in Danish and English, and used to work in an international environment, and you come with an excellent 'get things done' mentality.

It's a plus if you have start-up experience enabling you to creatively maximize a marketing budget using guerilla marketing tactics, viral marketing as well as experience with loyalty programs, community management and social media

Holm Marcher & Co.

engagement. You have high standards for everything you do, and dig into the details to assure that your output consistently meets a high bar. You love measuring things, and have a strong intuition for picking out the most impactful measurement variables. It's furthermore a plus if you have experience with making data-driven marketing decisions using surveys, focus groups, A/B testing and other analytical tools. Moreover, we want people who are passionate about peer-to-peer solutions and want to revolutionize the way we do transportation.

Interested?

For more information about the position contact Klaus Markholt-Hansen at +45 2991 1037 or email:

kmh@holmmarcher.dk.