

## JOB DESCRIPTION

### ***Head of Marketing***

#### **Introduction**

We are searching for an experienced Head of Marketing to join our company. We have partnered with one of the most prestigious brands in the world in a new venture: As a seed food-tech company based in Madrid, we will operate worldwide with a fast-growth mindset that is creating the best team possible!

Our vision is to create the ultimate platform that brings taste lovers closer together and enables them to experience new ways of enjoying cooking and drinking, interacting with chefs, bartenders, and sommeliers from every category, learning from them, and accessing high-quality content.

Our mission is to create the gold standard of content and transactional platforms for food and drink lovers that engage consumers deeply in its content and allow innovative interaction between them, experts, and producers.

We have five main values, which are the pillars of our venture: Trust, Respect, Accountability, Passion, and Courage. If you identify yourself with them, please keep reading!

#### **Brief description**

The position of Head of Marketing will play a pivotal role in creating and managing world-class marketing campaigns to drive user growth and optimize user acquisition. You will be responsible for developing and executing the marketing strategy of the company, as well as for collaborating with renowned chefs, editors, restaurants and other key players in the food universe to develop compelling campaigns that engage our global community of food lovers.

#### **Tasks and Responsibilities**

- Establishing a strong brand presence that reflects our company's values and mission. Implementing branding strategy
- Develop and execute marketing strategies, campaigns, and initiatives aligned with company objectives, both internally and with external partners.
- Streamlining our integrated marketing plan process, working cross-functionally with Sales, Content, and Product Teams to execute successful and relevant marketing initiatives.
- Developing ASO strategies to ensure that MC World App appears at the top of the search results and optimizing conversion rates for App Store pages by utilizing various content and visual tools
- Design, manage, and report on User Acquisition and Growth through all relevant channels, generating campaigns to achieve targets independently and in partnership with our media partners.
- Implement retention strategies to increase user engagement and loyalty within our community.
- Leading marketing alliances with partners to increase our awareness and grow our user base
- Lead the recruitment and training of a high-performing and creative Marketing Team for all region
- Design and implement a CRM strategy including push and in-app notifications, whatsapp marketing and the management of a CRM software.
- Collaborate with Team Leadership and Data Teams to create a long and short-term marketing calendar encompassing digital channels, PR, and Social Media.
- Compile data reports and analyze the performance of marketing campaigns
- Conduct competitor research to identify content gaps and opportunities for our company.
- Coordinate the production of various marketing assets, in partnership with external suppliers and in-house resources, to ensure consistent distribution on our platform and external channels.

- Manage administrative tasks related to campaign creation and management, collaborating with key partners such as finance, legal, senior stakeholders and external collaborators.

### **Qualifications and requirements**

- At least 6 years of experience in a similar position managing and creating digital marketing campaigns and working with external international suppliers and partners.
- Verifiable experience managing multi-market and multi-channel campaigns.
- Able to make data-driven decisions and think strategically.
- Thorough understanding of conversion funnels, attribution and target personas.
- B2C experience is a must as well as working on technology (mobile app will be a big plus).
- Holistic view of campaigns: how one channel impacts performance of the others.
- Food or cooking related experience or personal interest is ideal.
- Entrepreneurial spirit: we're a start up so you'll get to define processes, identify new channels and impact strategic decisions.
- Up to date with content trends on both tech, food and wellbeing industries.
- Proactive, resilient with great interpersonal skills.
- Team player: we are a startup and we work closely together across departments.
- Proficient English speaker, other languages a plus (specially Spanish).

### **Competencies (in order of importance)**

- Attention to Detail: a keen eye for detail and a commitment to completing tasks thoroughly and accurately.
- Awareness of the bigger picture: consider the macro and impact of product decisions across all business areas.
- Accountability: We need someone dependable, responsible, and can consistently fulfill their obligations with a high level of reliability and full accountability for their results
- Empathy: We're looking for someone sensitive to the needs and feelings of others and who can be understanding and helpful on the job.
- Resilience: This job requires someone who can deal with high-stress situations and who can accept constructive criticism.

### **Lines of communication**

- This role reports to the CEO.

### **Working conditions**

- The chance to have a significant impact on one of the most promising food-tech companies worldwide with an exciting expansion path.
- Hybrid role with 2 days in office 3 from home in Madrid, Spain.
- Full-time contract with a competitive salary.
- Stock option package.