



## DETAILS OF ROLE

Job Title: Marketing Manager

Compensation: Competitive salary depending on experience, including company benefits

Reporting to: Head of Marketing

Location: London, Interchange Triangle, Camden

Duration: Permanent

## COMPANY OVERVIEW

Parcelly is a truly unique tech start-up launched in December 2014, providing the UK's fastest growing network of open-loop parcel collection points with over 700 nationwide locations to date.

We believe parcel collection needs to be time efficient, reliable, but most of all put our customers in full control over how, when and where they receive online purchases. Being entirely online retailer and carrier agnostic, Parcelly's open loop technology can be used with any retailer online worldwide or easily be integrated into existing check-out systems along the supply chain.

Our fully smartphone based solution for last mile logistics is now expanding far beyond connecting online consumers to their most convenient local business location. Having recently launched a new Key Exchange service, which is a true industry first in the traditional logistics market, we are providing an additional layer of convenience for customers by allowing them to not only collect parcels at their preferred Parcelly location, but also to exchange keys with third parties as and when required.

Voted "*New Business of the Year 2015*" (F2N Business association), "*Best Innovation in eCommerce Delivery/Logistics 2016*" (eCommerce Awards for Excellence), "*Delivery Initiative of the Year*" and "*Startup Company of the Year 2016*" (Retail Systems Awards). Winner of "Publicis90 – Gold Award" 2016.

For more information visit: [www.parcelly.com](http://www.parcelly.com) as well as: [www.parcelly.com/blog](http://www.parcelly.com/blog).

## ROLE SUMMARY

As one of the UK's fastest growing Tech Start-up, we're looking for the best talent to join our team. If you're enthusiastic, self-motivated and passionate about marketing and branding in a B2C & B2B delivery logistics environment, then we want to hear from you!

We have a great opportunity for an experienced Marketer to join our award-winning team and help us create, curate and distribute a variety of content that really sells our service. You'll get the opportunity to work across the entire marketing mix, from social media to blogs and ATL advertising scripts. We're looking for people ready to work hard, challenge, be challenged and take pride in their work. Parcelly is disrupting an entire industry and this is your opportunity to play a part in the story.

## PRIMARY RESPONSIBILITIES

As a Marketing Manager you'll be working with the wider Marketing team and oversee all social media activity and content production (i.e. blogs, newsletters, social media channels) to test and drive social interaction with the Parcelly brand. You will be responsible for driving ideas forward and create compelling content to engage with our B2C and B2B community across all marketing channels.

- Support Head of Marketing on User Acquisition, Social & Content Management, Creative Production, PR and external comms
- Assist in developing and executing the overall growth Marketing Strategy for the entire Parcelly business and report activity and CPA metrics to the overall business
- Ideally lead and implement all user acquisition channels including Paid Search, SEO, PPC, Email, Retargeting and other user acquisition channels as required
- Work with the team to manage and drive all direct marketing initiatives including push messaging, SMS, email marketing and direct mail
- Responsible for keeping Parcelly Marketing collateral relevant and up to date
- Work alongside the Product / Tech teams to ensure we're maximising all in-app growth opportunities and optimise the Parcelly website and user experience.

## SKILLS & EXPERIENCE

- 4+ years marketing / user acquisition experience with a proven track record of brand building and project leadership
- A genuine passion for digital and driving user acquisition channels and strong experience across the full suite of B2C and B2B marketing touchpoints
- Experience managing Google platforms, including Adwords, Analytics, PPC, performance
- Familiarity with Mailchimp, Hootsuite, Joomla plus other digital marketing knowledge and skills
- Experience using InDesign and Photoshop beneficial
- Creative, passionate and entrepreneurial approach to driving growth
- Strong communication and interpersonal skills with outstanding attention to details
- Positive attitude, highly self-motivated, self-sufficient, and confident
- Experience in start-ups preferable but not essential

**Please send your CV and covering letter direct to [careers@parcelly.com](mailto:careers@parcelly.com)**

*We would like to invite candidates to find out more about Parcelly and the industry and most importantly try the service! Feedback is important to us and we'll often ask interviewees on their impressions of the service and improvements that can be made.*