



## Marketing and Social Media Lead

### **This is who we are**

Parcelly is a Series-A funded scale up with large blue-chip accounts in the UK and the US. We are expanding in Europe and Asia-Pacific – and we need your help. Our product is a powerful solution which allows bricks and mortar businesses to activate any redundant space as storage space for a variety of ecommerce and logistics needs.

### **Role**

We are looking for a Head of Marketing to join our team. This is a rare opportunity to become a critical member of a rapidly growing global business. The candidate for this position will excel at project management to lead B2B marketing campaigns, be accountable for content production and performance across a variety of channels and manage relationships both internally and externally.

### **Location**

Parcelly Office Frankfurt

### **Responsibilities**

- Develop and lead marketing and social media strategies to achieve marketing goals and translate them into actionable workflows for your team.
- Management of the company social media channels and implementation a successful SM strategy that drives both social engagement and awareness of Parcelly across various channels (Instagram, LinkedIn, Twitter, Facebook, Youtube)
- Measure and analyse campaign performance on a weekly and monthly basis and translate your results into actionable insights for your team.
- Manage relationships through your team, including sourcing and negotiations, creating briefings, expectation management, and feedback processes
- Support and develop the wider marketing team by advising them on questions and problems and offering them inspiration, growth and learning opportunities
- Draft content for our website, blog, newsletter and PR communications
- Enable our attendance at a variety of events e.g. Conferences and Award Shows

### **Qualifications**

- Have 4+ years experience in marketing and with social media
- At least 1 year experience as a direct employee manager

- Fluent in English and German- You should be comfortable reviewing content in both languages
- In depth understanding of social media, especially Facebook, Instagram, LinkedIn, Twitter
- Analytical skills- You are able to extract actionable insights from performance reports and align creative concepts with strategy and brand guidelines
- Management skills- confident in leading and guiding a small team
- Strong organisational skills- You are able to organise yourself and manage multiple projects and stakeholders at the same time
- Calmness and enjoyment of working in a fast-moving and dynamic environment

### **Advantageous**

- Experience in photoshop and Canva
- Knowledge of filming and experience in using video editing programs such as iMovie
- Solid knowledge of writing texts for social media and using social media scheduling tools (Hootsuite)
- Interest in logistics and E-commerce

### **Compensation**

The job comes with a starting salary at or above market, subject to track record, with the potential to earn and grow an equity stake and numerous other perks

### **Process**

1. Please submit your pdf resume (CV)
2. First 30-minute video interview with the team if profile suitable
3. Complete our marketing assignment
4. Then 1 x 60-min video interviews with team
5. 2x references