



Zapp Scooters Limited
Hethel
United Kingdom

Global Marketing Director

Full-time

Location

Base location is Bangkok
Frequent global travel required

Our Company

Zapp Scooters Limited is a new and innovative electric vehicle company under the UK Government's Enterprise Investment Scheme (EIS).

We manufacture and market best-in-class, premium, high-performance, battery electric motorcycles, the first series, the i300, will be introduced In the second quarter, 2019

Our engineering and design innovations and rider experience will redefine the market. Be a part of making history.

The Position

To assume the role of the company's global marketing director, reporting directly to the CEO. In this capacity the successful candidate will assume leadership in:

- The launch of Zapp Scooter i300 in European markets and
- The launch of subsequent product models
- Brand development and marketplace acceptance of our emerging brand
- Develop aggressive, actionable, and accountable marketing and sales programs, including:
 - Digital market activities, including social media
 - Traditional marketing activities
 - Our DSDTC (drop-ship direct-to-customer) approach
 - Dealership (reseller) network
 - Event programs

The Marketing Director will work with our internal team and lead external marketing resources/PR agencies, and other service providers.

Responsibilities

Include:

- Becoming an active management team member to realise the company's marketing strategy, namely, but not limited to:
 - Promotion of our key product USP: personality, consumer benefits, and technological leadership
 - To promote and maintain consumer trust,through our core corporate values
- Advance these through all channels of our online presence, and our own e-commerce website



- Coordinate/manage external digital marketing and PR agencies, production houses, and other service providers who will create appropriate online platforms, and associated content and collateral
- Coordinate& lead product unveilings, through PR events, motor-shows, pop-up stores
- Create and coordinate above-the-line and below-the-line programmes
- Coordinate with our external big data and technology service providers to proactively rollover market research, to effectively convert learning to product sales & market penetration
- Engage and assume leadership with Zapp merchandising, retail, and consumer finance teams
- Prepare and report to management marketing investment proposals by service providers and provide recommendations to achieve return-on-investment, ROI

Experience and other requirements

The ideal candidate will:

- Be a graduate in marketing
 - Preferably with an MBA in marketing
- Have worked in the European automotive or motorcycle industry for no less than 10 years
- Be fully digital savvy
- Be fluent in French and with a working knowledge of either Spanish or Italian

Remunerations

- Base salary THB 200,000 per month
- Participation in the company's share option program
- Health insurance
- Work permits

Exclusions: base location accommodation, school fees, provident fund/pension, will not be provided