

## **Marketing Manager**

### **Zapp Scooters Limited**

London

£42,000 a year - Full-time, Permanent

### **Our Company**

Zapp Scooters is a new and innovative electric vehicle company under the Government's Enterprise Investment Scheme (EIS). Our first product is a best-in-class, premium, high-performance, battery electric scooter, the i300.

### **Objectives of Role**

To successfully launch the i300 in the UK and key European markets

To follow through these launches with ongoing marketing campaigns in these markets, and launch in the minor European markets.

### **Role Overview**

To achieve the objectives by: working with our internal team, and coordinating with external marketing/PR agencies and other service providers.

### **Key responsibilities**

- Support management to realise the company's marketing strategy, namely, but not limited to:
  - deliver to consumers our key product USP: its personality, consumer benefits, and technological advantages
  - To obtain consumer trust, as a new company, by delivering our key corporate messages
  
- Coordinate the delivery of the aforementioned via all channels of our online presence, and our own e-commerce website
- Coordinate with our external digital marketing and PR agencies, production houses, and all other service providers who will create all appropriate online platforms, all associated content, all other collaterals
- Coordinate all product unveilings, other PR events, motor-shows, pop-up stores with all service providers
- Coordinate above-the-line and below-the-line programmes
- Coordinate with our external big data and technology service providers to: proactively rollover market research, reactively manage feedback
  
- Coordinate with our product development team
- Coordinate with our: merchandising, retail, and consumer finance teams
  
- Prepare and report to management marketing investment proposed by all service providers and give a view on return-on-investment

## **Qualifications**

### **Essential**

- Must have work experience in marketing or advertising of consumer: white goods, lifestyle, fashion, or hard-luxury goods
- Full understanding of digital marketing
- Full understanding of direct on-line sales and e-commerce
  
- Ability and desire to work in a high growth potential company on a new product concept
- Ability to work in a multi team environment
- Ability and desire to travel extensively, including long haul flights to the Company's production centre in Thailand
- Ability to present clearly in powerpoint and/or other presentation tools
- Ability to manage multi faceted projects, and present them clearly
- Ability to present investment budgets clearly (but no financial management required)
- University degree in marketing

### **Desirable**

- Speak a European language
- Pre-existing relationships, and interest, in the cars, motorcycles, bicycles, fashion and luxury goods sectors
- Interest in sustainability

### **Reporting**

To the directors of the company.

### **Equal Opportunities**

Zapp is an equal opportunity employer.

### **Remuneration**

£42,000 per year basic

Discretionary bonus

Private medical cover for employed (family at additional cost)

20 days holiday allowance