

## *Marketing Manager*

At Woffu, we bet on "liquid work". The fluidity of internal processes helps companies improve the relationship with their employees, generating an efficient and pleasant work environment. Manage vacations, absences, presences and shifts is a very complex task. Woffu is a SaaS / cloud-based software that solves this problem by contributing directly to facilitate the life of employees, team leaders and Human Resources departments.

Our history began in 2015 and our growth since then has been staggering, making Woffu a reference in the sector. We are currently present in Spain and expanding internationally. With a team of 16 highly-motivated people and 500 clients, our project is just starting and we want to build the right team to capitalize on this huge potential.

Your role is key in the success of our global strategy and we expect to reach excellence in the areas of marketing most important to us. We are looking for a Marketing Manager with a proven track record in the digital space, and experience in managing teams working on user acquisition with performance and offline marketing, brand development, PR, social networks presence, CRM and event organization. This role reports directly to the CEO.

### **Your missions**

- Acquisition: SEO, paid marketing through Google Ads, LinkedIn ads, and potentially Facebook. Work with our agencies.
- Brand development: strengthen the Woffu brand and find, with the CEO, ways to align everything we do with it.
- Social Networks & blog: develop a presence, define the persona(s) of our target audience.
- PR: share the brand; work with an agency and make the story known.

- Events: organize events to reinforce our position as experts in the HR field. For our customers, with Sales Operations, but also for prospects and the public.
- Offline marketing: develop a cautious but efficient offline marketing strategy.
- CRM: while Sales Operations focuses on CRM for company executives and admins, develop a CRM strategy towards users. Use web/email and mobile CRM.
- Content Production: imagine, create, develop content for all marketing channels above.
- Build the team to execute all these missions with growing power.

## Your profile

- 5+ years of experience implementing top level marketing and brand strategies in line with the vision of the organization.
- Masters degree in marketing or business, MBA
- Proven track record in B2B companies, preferably SaaS.
- Experience with international developments.
- Excellent communication skills and the ability to effectively articulate our solution's value proposition as part of an overall business solution.
- Hands-on attitude, ambitious and passionate.
- Fluent in Spanish and English.

## Your pluses

- International experience, we highly value if you have lived in more than one country for a substantial period of time (1-2 years)
- Knowledge of another European language.

## Our pluses

- A high-growth startup located in the heart of Barcelona.
- Be at the beginning of a great adventure.
- Salary based on experience.

**Send your CV to:**

**hr@woffu.com**