

Job Advert

Marketing Manager

Overview

[MaaS Lab](#) is a pioneer research-based company focusing on developing cutting-edge solutions, platforms and studies for making the transport sector and our cities sustainable and climate neutral. MaaS Lab has a range of projects worldwide, covering sustainable mobility, electric mobility, on-demand transport, connected cooperative and autonomous mobility, self-driving vehicles, multimodality, integration, resilience, and equity – everything that will make our future mobility easier, smarter, and more sustainable. MaaS Lab started its operations in an academic environment in London, and after almost 10 years of operations, it has now established itself as an independent research and technology institute in Limassol, Cyprus.

MaaS Lab is a unique multidisciplinary environment where economists, engineers, mathematicians, software developers, data and social scientists blend to set the pace through innovations and enable outstanding achievements. After all, behind every successful company are many great fascinating people who share the same vision.

MaaS Lab is looking for a Marketing Manager to join the team and lead marketing efforts related to innovative mobility solutions. This role will focus on promoting the company, and the products of the company that are related to a cutting-edge on-demand transport platform set to launch in Limassol by the end of 2025, with plans to expand to other cities, as well as transport planning software as a service platforms. The successful candidate will play a key role in shaping the public perception of these transformative services, increasing user adoption, and building awareness of MaaS Lab's vision for a sustainable and accessible urban mobility future. If you're passionate about marketing and want to contribute to services that will change the way people move while making our cities better for future generations, we invite you to join our dynamic team.

Main Responsibilities

- Develop and maintain the company's brand identity and the company's products identity and create engaging content for social media, e-mails, conferences and expos.
- Develop and implement a B2C and B2B marketing strategy for major products of the company that includes onboarding on the services of both users and companies.
- Formulate and implement marketing and communication strategy for the company and the company's products;
- Analyze trends, market, and competitors, develop and implement tactical marketing tasks based on conducted research;
- Develop, launch, and evaluate the effectiveness of advertising campaigns (CRM, SMM, SEO etc.);
- Interact with the UX and graphic designer, the software development team and the director to implement marketing projects and activities.
- Manage and grow social media profiles, including planning and scheduling posts.
- Run online advertising campaigns and analyze their performance.
- Organize and promote events, workshops, and product launches.
- Collaborate with team to brainstorm creative marketing ideas and manage budgets.
- Provide briefs and feedback to designer, ensuring alignment with marketing goals.
- Ensure smooth communication between other teams and design teams to meet project deadlines.

Essential Qualification Requirements

- Bachelor's degree in Marketing, Digital Media or related field.
- At least 3 years of experience in a relevant role.
- Excellent spoken and written proficiency in Greek and English.
- Proficiency in digital marketing tools such as Google Analytics, Google Ads, Facebook Ads and marketing automation software.
- Proven experience in the successful launch and promotion of IT products to market.
- Ability to analyze market trends, competitors, and customer needs.
- Proficiency in developing and implementing marketing strategies.
- Experience working in cross-functional teams.
- Strong ability to analyze quantitative and qualitative research to draw actionable insights.
- Effective communication skills, capable of conveying complex information in a simple, clear manner;
- Experience interacting with production and creative teams, with the ability to conduct briefings and deliver expected outcomes.
- Strong focus on achieving commercial results and delivering customer value.
- Passion and energy. You bring infectious enthusiasm to all your endeavours. You always perform at your best and drive those around you to do the same. You see new challenges as an opportunity to contribute, make an impact, and grow.
- Self-motivated and goal-oriented approach.
- Proactive and problem-solving attitude and high degree of independence.
- Be able to work with strict deadlines.
- Eligible to work in Cyprus or in the EU

What we offer

- Salary in the range of 28,000 to 38,000 Euro gross per year (depending on the CV, experience and qualifications).
- Technical equipment (laptop, mobile phone, screens and whatever else is needed to enable your work).
- Performance Bonus

More Perks & Benefits

- 27 days paid annual leave
- 16 National holidays
- Parental leave
- Away days in the beautiful Mediterranean island
- Team bonding activities
- Training opportunities and professional growth
- If you love travelling, we've got you!

Location

Limassol, Cyprus | Hybrid remote work environment

Starting Date

February 2025– we are open to discuss starting date.

Application

Submit your CV describing also relevant experience to the requirements: info@maaslab.org

Application Deadline

28 December 2024