DIGITAL MARKETING LEAD

**Are you digital driven, want to optimize everything and want to lead a team?
Then we are looking for you.**

Introducing us

We are a start-up and a community platform for street athletes and artists – also known as urban sports & culture – around the world. These urban sports and cultures, such as freerunning, are becoming increasingly popular, partly because skateboarding, breakdance, BMX, surfing and others have been added to the Olympics. In recent years, this has also awakened brands and (local) governments.

CityLegends offers a digital world where urban athletes find the best spots, events, peers and challenge others to climb the ranks and leave a legacy. When, with whom and where they want to. CityLegends is also more than 'just an app'. We offer brands and governments creative activation campaigns to connect their city or brand more strongly to our community. Together with our partners, we work towards our goal: to become the most engaged urban community worldwide.

Working at CityLegends gives you the opportunity to greatly expand your network and work together with our partners LUMO Labs (international start-up programme) and the international agency imec.istarts (supports innovative EU companies). You will be building the growth of CityLegends with a fanatical team, founders and advisors. Are you ready to conquer the world?

'We're never done'

Your job

For CityLegends, we are not looking for just any marketer, but someone who fully understands the digital world. Together with our creative director you will co-create creative campaigns. Campaigns that you launch on different channels. With brands, influencers, community partners and channels such as TikTok, Snapchat, Instagram, and YouTube. You keep track of the impact, collect the data, analyze it, and optimize it. As well, you actively improve other areas such as SEO, SAO, and continuously look at new tools that contribute to the visibility and comprehensibility of CityLegends. Above all, you guide the CityLegends team in the digital world and look for opportunities how CityLegends can make a global impact in a dope and scalable way.

You are

Digital-minded and making CityLegends' membership numbers grow like crazy. You like to come up with campaigns that stand out and activate our community in a digital and data-driven way. Campaigns where you start small, iterate and end big. You pave the way for the team. And oh yes, you are not a fan of standard newsletters ;-). You also love working in a dynamic start-up environment that wants to conquer the world with new technologies and techniques. Logically, you are also curious about urban sports & culture such as skateboarding, breakdance, BMX and Parkour.

What we expect

— Bachelor / Master work and thinking level;
— 2+ years of relevant work experience;
— Strategic and leadership skills
— Data and digital minded, thus experience with 1) Customer journeys and sales funnels, 2) Advertisement on various platforms, 3) Email and/or notification marketing, and 4) Able to gather and analyze data of various platforms
— Bonus: experience with mobile app marketing
— Fluent in English or Dutch;
— Thinking along with urban communities, brands and cities;
— Unique opportunity - Building your marketing team over time;

Above all, you'll help come up with the wildest ideas for CityLegends!

What do we offer?

We offer the chance to work in a dynamic environment with global potential. You will be part of a close-knit urban team with a strong drive to make an impact.

— Fulltime availability;
— Working on the most legendary target group, urban sports & culture;
— Great projects with big cities and multinational brands;
— Great growth opportunities - sky is the limit;
— Market conform rate;
— We meet 2-3 days at urban hotspot Area51 and at High Tech Campus (both Eindhoven).
— Possibly to work fully remote

Are you the Digital Marketing Lead we are looking for?

Are you interested? Then send your CV and a motivation letter to Jimmy Hermans, co-founder CityLegends:
Jimmy@citylegends.nl;

Voor meer informatie kan je terecht op: www.partners.citylegends.nl