



# URBAN MARKETEEER

**Are you creative, digital minded and do you have affinity with urban sports & culture?  
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 and BMX freestyle have been added to the Olympics. In recent years, this has also awakened brands and municipalities.

[CityLegends](#) offers a digital environment where urban athletes are connected, challenge each other, share hotspots, show and appreciate each other's passion. When, with whom and where they want to. CityLegends is also more than 'just an app'. We offer brands and cities creative activation campaigns to connect their city or brand more strongly to urban communities. Together with our partners, we work towards our goal: to become the most dedicated and creative 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 companies). You will build expertise on an international level, learn directly from experts such as imec.istart coaches and work closely with the founders. Do you want to seize opportunities and conquer the world?

*'The city is yours'*

## What are you going to do?

For CityLegends, we are not just looking for a marketer, but someone who understands the digital world, can identify with the urban scene and creates campaigns with our stakeholders. You are responsible for reaching our future family members (users) in a creative way, to make them enthusiastic about CityLegends and to keep them. Therefore, you will be involved in the development team to continuously improve the product. Together with the team, you will set out the marketing strategy and think along with the business side. Above all, you will continuously look for opportunities how CityLegends can make a global impact in a cool and scalable way.

## You are

Creative, 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. 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 such as Augmented Reality. Logically, you are also curious about urban sports & culture such as skateboarding, breakdance, BMX and Parkour ;-).

## What we expect

- Bachelor+ work and thinking level;
- 2+ years of relevant work experience and a dose of creativity;
- Data and digital minded;
- Good in English;
- Thinking along with urban communities, brands and cities;
- Bonus: Experience with growth hacking techniques;
- Unique opportunity - Build 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 (or eventually possible);
- 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;
- Confidence to fill in your own work and make your own planning;
- Market conform salary and 25 holiday days based on experience;
- Fully remote or up to 3 home working days and a workplace at urban hotspot Area51 and at High Tech Campus (both Eindhoven).

## Are you the marketer we are looking for?

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

[Jimmy@citylegends.nl](mailto:Jimmy@citylegends.nl);

