

## MARKETING MANAGER

Urbanista was founded in 2010 in Stockholm, Sweden out of love for cities and urban life. Today we are a leading lifestyle audio brand offering audio products with design and function in mind. All our products are rooted in Scandinavian design tradition and inspired by music, arts, fashion, and urban culture. We believe that lifestyle audio products should not only sound great but also look good. Today, our products are available in over 90 countries and sold in 30,000 stores worldwide.

We're now looking for an experienced Marketing Manager to join us on a full-time basis. This role requires deep understanding and solid experience in consumer marketing communications, proven project management skills, and desire to play a key role in developing and executing marketing communications for one of the most exciting lifestyle audio brands in the world.

### THE ROLE

Marketing Manager is responsible for developing and managing key marketing initiatives at Urbanista, such as campaigns, go-to-market plans and product marketing toolkits for new product launches, as well as execution of other marketing activities and projects such as activations, events and retail marketing. Marketing Manager owns the global marketing calendar and production & activation budgets at Urbanista, and communicates and liaisons launch plans, timelines and productions with key stakeholders both internally and externally. The role requires ability and experience from developing and executing consumer marketing communications, planning and activations both from a global and local perspective.

The role requires an experienced project manager who has worked extensively in marketing management and coordination roles and is not afraid to get their hands dirty and get things done when needed. The ideal candidate has great understanding of integrated marketing from both brand and digital perspective, preferably from a consumer tech or lifestyle brand. The role reports to Brand & Marketing Director at Urbanista and is part of the Marketing & Design team, based in Stockholm, Sweden.



## RESPONSIBILITIES

- Strategic planning and execution of marketing plans, go-to-market plans and other marketing projects and initiatives globally, such as product launches, campaigns, events and retail marketing
- Developing the global marketing & PR plan and activation plan together with key internal stakeholders and owning the global marketing calendar
- Managing the annual marketing production & activation budget and corresponding production and activation plans
- Developing product marketing toolkits and materials for new product launches
- Briefing internal and external teams and partners on new product launches, go-to-market plans and activations, and keeping all stakeholders informed and up to date
- Managing projects and relationships with external partners, and providing feedback to agencies and production companies
- Proactively developing the level of marketing & PR planning and execution of activities at the company, both from brand and performance perspective
- Identifying new marketing opportunities and initiating projects

## REQUIREMENTS

- 3+ years of marketing experience within brand and digital marketing with consumer focus, preferably from a fast growing D2C or omnichannel retail brand
- Experience in developing integrated marketing and go-to-market plans, and execution of the plans and activations across multiple markets and regions
- Successful track record of managing large projects with multiple internal and external stakeholders, and multiple projects simultaneously
- Experience and strong fundamental skills within brand building, digital marketing, PR and retail to develop plans and activations that support and drive the company's growth goals and commercial objectives
- Proactive and positive approach to problem-solving and collaborative mindset
- Self-motivated and energetic individual with a high level of initiative
- Flexible and enjoy working at a constantly evolving environment at a young, fast-moving growth company
- Ability to travel domestically and internationally

## APPLY

Want to join us in building one of the most exciting lifestyle audio brands in the world? To apply, please send in your application via LinkedIn or send your resume and cover letter with subject line "Marketing Manager" to [careers@urbanista.com](mailto:careers@urbanista.com)

