

New opportunities at Zap-Map

Role Title: Product Marketing Manager

Reporting to: Head of Marketing

Location: Bristol / Hybrid Working

Employee Referral Bounty Eligible

The Company:

We are the UK's leading app and digital platform for Electric Vehicle (EV) drivers enabling them to search for charge points, plan journeys, pay on participating networks and share updates with other EV drivers. We aim to make charging simple and provide EV drivers with peace of mind and the confidence to drive any length of journey in their EV.

We are a high-growth technology company and, having recently closed our Series A fund raise, we are now expanding multiple areas of our team to unlock the value in our roadmap. **Zap-Map's mission is to accelerate the shift to electric vehicles and help the drive towards zero carbon mobility.**

Zap-Map attracts more than 300k UK cross platform users per month, providing news, updates and tools for current and prospective EV drivers.

With over 10 years of industry experience and unique data sets, Zap-Map offers a range of B2B services including promotion, content, data and market insights. We are the go-to data source for the industry, and work in partnership with great brands like Nissan and Admiral.

The Role:

As part of the growing Marketing team, this role offers a broad range of responsibilities and the opportunity to have a significant impact on Zap-Map's market position. It would suit a hands-on and customer-focused individual with over 5 years' experience who has proven experience of driving product growth, and is looking for a role which has purpose and provides responsibility, the ability to make an impact and autonomy.

Specifically, the role would cover:

- Responsibility for Product marketing (primarily of our B2C app offering) and Partnership marketing (covering a range of B2B and B2B2C products).
- Ensuring the Voice of the Customer / Client is well understood by seeking out feedback and insights via research, identifying key trends, customer preferences, and opportunities to address unmet needs, building and evolving existing persona and audience analysis.
- Developing segment/persona targeted marketing strategies for a range of B2C and B2B products. We are a digital-first business but strategies could include a range of channels and initiatives: CRM, advertising, comms, promotions, PR, events etc.
- Developing and implementing digital marketing plans, including comms, social media, advertising, and content marketing, working closely with our Digital Marketing Executive and Content Manager.
- Collaborate with our Product and Partnership teams to understand the product, roadmap, and sales pipeline, ensuring domestic and international go-to-market strategies deliver on

our overall business goals. Ensure stakeholder requirements for marketing collateral are met, and support delivery against sales & growth KPIs.

- Develop and manage marketing budget, in collaboration with Head of Marketing, ensuring that spend is invested effectively and efficiently.
- Plan, organise, and execute marketing activity and campaigns, to achieve business and team objectives.
- Monitor, report on, and analyse marketing data and campaign performance, identifying areas for improvement and experimentation.

Required Experience:

- At least 5 years' experience working in a Marketing role in a digital or technical field.
- Experience in Product Marketing for B2C products.
- Experience in B2B and B2B2C marketing.
- Experience of working closely and collaboratively with cross functional teams to facilitate brand and product growth.
- Knowledge of the automotive sector in general and the EV (charging) market in particular would be an advantage.
- Experience of working in a fast-paced tech/digital environment.

Required Skills:

- Ability to work flexibly and hands-on across a range of platforms, from Mailchimp, Miro and Survey Monkey, to Jira, Excel, and the MS Office / Google suite.
- Able to work to agile principles within a digital product environment.
- Strong presentation skills – both online and face-to-face - with experience communicating complex information in a simple way.
- Ability to establish effective working relationships and manage multiple tasks in a high-paced environment.
- Comfortable working with numbers and data.
- Creative-minded, able to identify opportunities and to work collaboratively with others to ideate and problem solve.
- Excellent attention to detail.

Required Attributes:

- Degree-level educated (or equivalent)
- Positive, can-do attitude
- An affinity with technology
- A passion for sustainability
- Team player

Our offer:

The EV market is growing at an extraordinary pace. Working at Zap-Map means working in a dynamic and innovative organisation, where new ideas and developments need to be actioned and deployed quickly, with each day bringing new challenges. As one of the leading aggregator businesses in this space, you'll have the chance to actively contribute to a more sustainable future.

We believe that finding a candidate with the right attitude and aptitude for the role is more important than the hours worked or specific prior experience. So please get in contact if you feel that you would excel in this role, even if you don't tick every box on this job description or aren't able to work in a full-time capacity.

In addition to a competitive salary your package includes:

- £38,000 - £45,000 depending on experience
- Performance-related annual bonus scheme
- Pension & benefits scheme, including health
- Flexible working options available
- Professional training and mentoring to extend your skills
- Opportunity to experience an electric vehicle via our car share account
- Opportunity to lease an electric vehicle via our salary sacrifice scheme

How to apply:

To formally apply, please send a covering letter together with your CV to: daisymiller@zapmap.com.
Direct applications only please, no CVs will be acknowledged or accepted from recruitment agencies.

Posted: March 2023