

# New opportunities at Zapmap

Role Title: Product Marketing Manager

Reporting to: Head of Product

Location: Bristol/Hybrid

## The Company:

Zapmap is the UK's leading app and digital platform for Electric Vehicle drivers, enabling them to feel confident charging their EV, wherever they go. Our long term mission is to make charging simple for all and, by doing so, accelerate the transition to electric vehicles and zero-carbon mobility.

Zapmap's digital products lead the market, attracting more than 300k users per month, providing news, updates and tools for current and prospective EV drivers. We also offer a range of high value B2B services including promotion, content, data and market insights. We are the go-to data source for the industry, supplying a range of industry stakeholders, including government.

## The Role:

Embedded in the product team with close ties to our brand and content marketing, this role offers responsibility and the opportunity to have a significant impact on Zapmap's market position. It would suit a hands-on and customer-focused individual with over 5 years' of marketing experience who has proven experience of leading high quality product growth and monetisation, and is looking for a role which combines purpose with responsibility, with a strong desire to make an impact.

Specifically, the role would give you the chance to:

- **Understand the market:** Ensuring the Voice of the Customer / Client is well understood by seeking out feedback and insights via research, identifying market trends, customer preferences, and opportunities to address unmet needs, building and evolving existing persona and audience analysis.
- **Shape the product:** Work closely with Product Management to understand and shape the product set, roadmap, and partner pipeline, ensuring campaigns and go-to-market strategies deliver alongside the roadmap to unlock our overall business goals.
- **Lead product marketing:** Responsibility for Product marketing (primarily of our B2C app offering) combined with some Partnership marketing (across a selection of B2B and B2B2C products). Developing segment/persona targeted marketing campaigns and deploying strategies that leverage different channels and initiatives: CRM, advertising, comms, promotions, PR, events etc.
- **Execute on your strategy:** Implement and execute on digital marketing plans, including comms, social media, advertising, and content marketing. Take ownership of our regular touch points and ensure each is delivering value for both the user and the business.
- **Demonstrate your impact:** Define, own, report on, and analyse marketing metrics and campaign performance, identifying areas for improvement and experimentation.
- **Own a budget:** Develop and manage marketing budget, in collaboration with Head of Marketing, ensuring that spend is invested effectively and efficiently.

### **Required Experience:**

- At least 5 years' experience working in a Marketing role in a digital or technical field.
- Hands-on experience with product marketing, particularly for B2C products, with the ability to understand and meet user needs
- Ability to collaborate effectively across cross-functional teams, including product management, sales, and development
- Knowledge of the automotive sector in general and the EV (charging) market in particular would be an advantage.
- Understanding of B2B products and sales cycles, and how Product Marketing is utilised, is an added bonus

### **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 - effective in communicating complex information in a simple way.
- Ability to quickly 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:**

Working at Zapmap 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:

- £55,000 - £60,000, 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: [jobs@zap-map.com](mailto:jobs@zap-map.com) . Direct applications only please, no CVs will be acknowledged or accepted from recruitment agencies.