

Open vacancy for: Marketing Manager

To Be – Napoli/Latina/remote (IT)

About To Be

To Be is an Italian startup funded in 2016 with the goal of designing, developing and selling Li-Fi applied solutions. Li-Fi (Light Fidelity) is an innovative wireless communication technology which utilizes light to transmit data and position between devices.

In 5 years, we have realized some of the most relevant projects worldwide concerning this technology, including the first archeological museum, the first ferry boat and the first Italian school equipped with Li-Fi technology. These experimentations allowed us to test our solutions and develop a scalable business model.

Our mission is to satisfy the growing demand for data traffic in a fast, safe and sustainable way. But we hope our new marketing manager will help us improve our communication, including our mission statement.

The team

To Be's team is growing! We are currently 7 people, but we should become 10 within the next 2 months. We are headquartered in Latina, but some of us work remotely. We are young and professional. We are hungry and foolish.

We've built a friendly, collaborative culture where we hire and develop people who share our desire to do work we can be proud of. We value learning and feedback, and support colleagues to develop in their role and more broadly in their career.

The role

As a Marketing Manager, you will be responsible for:

- creating and executing on projects that will drive growth
- sourcing qualitative and quantitative data to drive insights that lead to opportunities
- contributing to decisions concerning our communication strategy, brand image, pricing strategy, product development and more
- ideating, scoping and delivering market-specific scalable programs to boost sales and take the business to the next level
- You will work hand-in-hand with our managing team, bringing the marketing skills, viewpoint and expertise to a truly cross-functional team

Responsibilities include:

- Being the marketing leader and marketing voice within the company
- Deploying a wide range of marketing techniques to help the team solve problems and achieve goals
- Develop strategic acquisition and conversion marketing plans to drive scalable growth
- Provide recommendations and data trends/insights across channels for sales programs, product improvements, and content development

- Provide guidance and recommendations for digital marketing channels (including social media), email and community management strategies
- Continue to develop & optimize the Marketing Technology stack of relevant tools for lead generation & pipeline enablement
- Monitor, analyze, and report on KPIs to ensure marketing initiatives are reaching revenue objectives
- Communicating the projects and their outcomes across the business

Desired skills

- You have a proven track record in a Marketing role
- You are a self-starter with an entrepreneurial and growth mindset
- You are driven, analytical and results orientated
- You are comfortable diving into data to produce informed strategic recommendations and insights
- You have a proven ability to work effectively in cross-functional teams
- You're passionate about Marketing and can draw on first-hand experiences as well as being well-read on winning Marketing approaches
- You speak perfect English and Italian (third language is a plus)
- Knowledge of the Li-Fi industry is a plus
- Enthusiasm and a can-do attitude.

Life at To Be

Diversity is hugely important to us and we welcome applications from those with disabilities and from under-represented backgrounds. Throughout our hiring and onboarding process we make any reasonable adjustments necessary to create a level playing field and continually look at how we can improve in this area.

We offer flexible working hours and remote working arrangements, as well as a modern and inspirational office space. This isn't a "clock in, clock out" company. We care about your productivity, not tracking every minute you're on site. It's up to you to always be responsible for your work, no matter where you are or what schedule you're keeping.

We are also working on an attractive welcome package, which we can discuss in person.

Find out more about Life at To Be via [Twitter](#), [Instagram](#) and [LinkedIn](#).

Seniority Level

Mid-Senior level

Employment Type

Full-time

Industry

Telecommunication, IoT, SmartCity

Job Functions

Marketing Manager