

PRODUCT / MARKETING MANAGER

Full-time position, in Munich, starting as of 02/2017

Having a doorman is super convenient: A doorman provides convenient access, enables unattended services and increases security at home. We believe that technology can do the same tasks at an affordable price. That is why we are committed to creating smart products at the intersection of smart homes and smart cities.

[nello](#) lets you upgrade your intercom unit and control it via the nello app. You get keyless entry into your apartment building and you will never miss a delivery anymore. Service providers can access your hallway and put their deliveries – parcels, groceries or food – right in front of your apartment door. Amazon Prime Now, Deliveroo, foodora, DPD and GLS are already compatible!

After obtaining funding from well-known investors and Kickstarter backers, we are excited to launch nello one in February 2017. We are a strong team with a proven track record and we are very excited about nello. Now we are looking for like-minded people to join our team – people who want to make a difference.

YOUR ROLE

You will be fully responsible for marketing nello one. The position has a big strategic part, but doesn't stop there. We also expect you to put your ideas into reality and measure their performance.

YOUR RESPONSIBILITIES

- Refine our marketing strategy in close collaboration with the founders
- Plan, setup, manage and improve online and offline marketing campaigns
- Manage nello one's distribution channels (online shop, Amazon, retailers)
- Coordinate our installation service with our installation partners
- Create qualitative and quantitative customer insights

YOUR QUALIFICATIONS

- At least 3 years of work experience in a marketing, online marketing or product management position
- Hands on experience in managing Google AdWords and Facebook Ads campaigns
- Solid statistical skills to analyze marketing performance and consumer behavior
- Experience with running offline marketing campaigns is a plus
- Degree in BWL, TUM-BWL, marketing or consumer behavior from a leading university
- Eagerness to work in fast-paced interdisciplinary teams and excellent analytical skills
- Entrepreneurial way of thinking and willingness to take on responsibility
- Fluency in German and English

JOINING US

- Join an excellent team of six entrepreneurs and engineers (among them are 3 CDTM Alumni, 1 INSEAD Alumni and 1 PhD)
- Our nice office is right next to Isartor – free Nespresso, tea, fruits and cookies included
- To apply just send your CV and your salary expectations to chris@nello.io