

UNOWN

MARKETING MANAGER AT UNOWN-FASHION.COM

Who are we

UNOWN is a fashion tech & impact startup that provides fashion-as-a-service. Our leasing service gives customers access to fashion from sustainable brands for 1-4 months at a time. For our customers this means a more responsible way of enjoying fashion without sacrificing variety and change in their wardrobes. Say bye to fast fashion!

We are a small team that is dedicated to changing the fashion industry one lease at a time. We want to grow our business quickly and in a healthy way. We are investor-backed.

UNOWN was founded by Linda Ahrens & Tina Spießmacher in 2019. We are based in Hamburg & Berlin.

Key facts about the job

- Part- or full-time (let's talk about what would work for you and us)
- Location: Berlin or Hamburg
- Start: February or March 2020

Your activities

UNOWN is a young start-up with plenty of jobs that need to be done. There's always something to improve or to develop, and every one of us is motivated to get the job done. As marketing manager your main responsibilities include:

- Management of all marketing channels to ensure a consistent, clear message and drive growth: from social media activities, performance marketing, content marketing to brand collaborations
- Develop and execute content and social media initiatives to drive engagement and conversion
- Develop, test and analyse ads and content across channels
- Actively develop and manage relationships with influencers
- Strategically shape branding and product positioning
- Professional leadership and management of junior marketers or freelancers
- Facilitation of internal workshops
- Support in creating convincing investor presentations
- Represent UNOWN at startup events and conferences

Your profile

- You hold a degree in a relevant field such as marketing, communications or business administration
- You have 2+ years of professional experience in marketing
- You have strong visual and written communication skills
- You are confident with data-driven marketing operations
- You make data-driven decisions and have an analytical mindset
- You understand all marketing channels and know how to effectively use and analyse them (social, performance, content, web)
- You're a driven and proactive doer and you find solutions, not problems
- You have a (strong) interest in lifestyle products, the impact economy and sustainability

- You're fluent in English
- It's a plus if you've worked in the startup environment

What we offer

- A flexible and people-centric startup life on a dynamic startup campus
- Responsibility and creative freedom to shape a product in its early stage
- Fast decision-making processes and varied tasks
- Work with purpose-driven founders
- Learning and networking events in the startup world
- Discounts on UNOWN portfolio
- Flexible working hours

Interested? Awesome!

We are looking forward to hearing from you!

Please send your application to jobs@unown-fashion.com and don't forget to include your portfolio / examples from your previous work, your CV and why you want to work with us.