

clearbox^{AI}

humans && machines

Job Description: Digital Marketing Manager

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clearbox.ai

Digital Marketing Manager

Business-to-business (B2B) digital marketing strategy development, execution and oversight for user acquisition for a SaaS-based AI product within a tech startup environment.

Candidate Profile

You will

- Define digital marketing strategies and tactics to acquire and engage customers. Those strategies will be drafted in consultation with the management team. We are especially looking for candidates who are highly proactive and are keen to take initiative on the job;
- Run those strategies. Devise and monitor metrics to constantly evaluate and optimize online business experiments towards creating business opportunities;
- More in detail you'll help us design, test, measure, and run:
 - A lead generation strategy;
 - A lead nurturing strategy;
 - To identify and measure a conversion funnel.

We expect you to have

- Excellent understanding of how digital marketing channels work;
- Fluency in written and spoken English. All our communications are in English, even though we are based in Italy. You'll work and communicate with the team mainly in English;
- Independent/goal-oriented mentality. We don't micromanage. You'll be the owner of your effort. Within the team, you'll be fully trusted to assume responsibility for your tasks;
- Creativity and lateral thinking;

- Eagerness to learn;
- No writer's block when it comes to copies;
- Ability to work in a fast-paced environment with dynamic and constantly evolving situations;
- Bachelor's degree or equivalent practical experience;
- EU/EEA citizenship. If you are a non-EU/EEA citizen, you are currently authorized to live and work in Italy.

Bonus qualifications

- We don't expect from you previous know-how on our vertical (AI, Machine Learning, Trustworthy AI,...), but an interest in such emerging technology topics will be a great plus for efficient onboarding and long-term fit;
- Experience with SaaS product marketing or in Business-to-Business marketing strategies is welcome.

Flexible Workplace

Our offices are in I3P (Incubator of Innovative Companies of Polytechnic of Turin), in the heart of the Cittadella Politecnica (Torino).

We have flexible work. Although we are digital natives and mostly work from remote, we meet at least once a week at the office to foster human interactions and team building.

On the other hand, you can come to the office every day if you so wish! No hard and fast rules there.

About Clearbox AI

Our mission is to enable trustworthy, robust and human-centric AI adoption in companies.

We offer a very competitive salary package and flexible working options. You can be part of a team that is diverse and international. Clearbox AI has a flat organisational structure and provides a highly trusting, open and safe working environment where employees have the optimal conditions to be innovative and to thrive. We have strong ethics and values and would like to create a positive impact on society with technology as powerful as AI.

Clearbox AI considers applicants for all positions without regard to race, colour, religion or belief, marital status, sexual orientation and gender identity.

Application

If interested, send us an email at **careers @ clearbox dot ai** with:

1. A Twitter-style answer to our question: “Why would you like to join us?”
2. Whatever you think could be useful to know you better (a poem, Pinterest profile, a Tik Tok video, a Coursera certificate, motivation letter,... your choice)

What happens after I apply

We regularly process open applications. If we find your application interesting we'll reply within 10 days to schedule a call, otherwise, it means that we are seeking other candidate profiles. Even if you don't hear from us, we encourage you to keep an eye on future postings.

The employment contract type and salary scale will be market competitive and will be offered based on the experience as well as motivation of the successful candidate.

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