

ENTREPRENEURIAL MARKETING MANAGER

Location:	Ragnagade 7, 2100 Copenhagen, Denmark
Division:	Sales and Marketing
Reporting to:	Director of Sales & Marketing
Job Type:	Full-time
Travel:	Yes. Very limited in the beginning and expected to increase to 20-30 days annually
Employment date:	As soon as possible
Language:	Company language is English; however, Danish is also spoken at the headquarters

We are about to enter the market with a new and revolutionary invention for bridge players. We have a growth plan in place and we need new colleagues who share our passion for making a difference with the things we do and having a significant impact on our company's performance. We are seeking a new colleague who is able to "take bridge to a new level" by developing and executing our marketing activities worldwide.

YOUR KEY RESPONSIBILITIES

Responsible for our revenue generating efforts and brand awareness activities, which include:

- Developing, managing and implementing the B2C and B2B marketing plan, based on the business plan for our company. Initially for Denmark and the United States
- Organizing and managing direct mail campaigns, partnership marketing, on-line advertising and campaigns, trade shows, tournaments, kick offs and seminars
- Developing and managing customer target groups
- Researching, monitoring and sharing market intelligence among colleagues and partners
- Serving as the contact person for various external agencies
- Developing and carrying out all deliveries in accordance with our communication platform
- Successfully teaming up with creatives in order to achieve the best results
- Developing and updating the company's corporate website
- Ensuring consistency in corporate communication in all media outlets
- Providing guidance for the marketing coordinator in the United States.

YOUR PROFESSIONAL QUALIFICATIONS

- Significant marketing experience in the Danish market, ideally with online and gaming
- Experience with the United States market
- Experience with marketing within the industries: electronics, IT or telecommunication
- A proven, successful track record in increasing company revenue and awareness
- Excellent oral and written communication skills in Danish and English
- Great project management skills in relation to meeting deadlines, quality demands and budget
- Strong presentation skills
- Active bridge player, or willing to learn to play bridge.

YOUR PERSONAL QUALIFICATIONS

- High personal drive, with focus on execution
- Desire to take responsibility and seek influence
- Structured working approach
- Ability to navigate well under changing conditions
- Team player
- Experienced in setting expectations internally and externally

WE OFFER

As our Marketing Manager, you will join a team that understands and appreciates marketing as a fundamental business discipline. We believe that well-designed and executed marketing activities will make a major difference for our company. You will have the freedom to select the marketing activities you believe in and you will be accountable for these decisions and activities. You will work closely with our Director of Sales and Marketing, our Branding Manager and our Director of Digital Development.

We work in a pleasant office environment and share a passion for building a company from the ground up and truly making a difference at work. We offer:

- A workplace in an international environment
- Highly experienced and committed colleagues
- Informal culture
- High degree of influence over your own work
- The opportunity to join the company at the time of its entry into the market
- A position in a company with a clear growth strategy
- Short decision-making processes that enable quick progress from idea to execution.

HOW TO APPLY

Please send your resume and application to Hancy Anna Djurhuus at: djurhuus@bridge4people.com. Please indicate the position you are applying for in the subject field.

OUR COMPANY

Bridge4People was founded in 2009 with the purpose of developing and selling innovative products and services to the established bridge world. One of the cornerstones of the company is the BridgeSpinner, which has been in development since 2004 and was incorporated into Bridge4People in conjunction with a group of private investors.

The idea of Bridge4People is based on a passion for playing bridge and the opportunities made possible by new technologies. We are convinced that keeping the traditional social setting where people meet to play, combined with new ways of improving each individual's playing skills, will take bridge to a new level.

The company headquarters is located in Denmark. Additional offices will open in the future to develop and provide support to local markets around the globe.

During 2009 and 2010, we have grown the number of employees quite rapidly to realize our plan of being operational in all business areas by the end of 2010. Today we are 7 colleagues and we expect to be around 15 by the end of 2010. We are all experienced people with a strong will to succeed and an informal company culture. More information available at bridge4people.com.
