



Job Title: Marketing Manager

We are seeking a creative and outgoing, music lover to assist the COO in implementing the marketing and communication strategies for HyVibe and its flagship product, the HyVibe Guitar.

Duties

Your primary duties will encompass the entire lifecycle of the marketing process. This includes cultivating relationships with international brand ambassadors (primarily guitarists & bands); organizing events & showcases; capturing, creating, and distributing multimedia content.

You will help engage our community on social media & through email newsletters, develop strategies for promoting User Generated Content, track market trends, help create strategic partnerships, brainstorm out of the box methods for *viral style* communication, and create relationships with large and relevant media outlets & online personalities to generate PR.

You will also assist in preparing for and attending trade shows and festivals.

Strengths and Experience

- Impeccable organization
- 3+ years in marketing & sales (proven track record)
- Knowledge in major social media platforms and awareness of trends
- WordPress and basic SEO
- Excellent written/oral communication, copywriting a plus
- Preferably a guitar player, but definitely need proficient music literacy for product demonstrations
- Basic graphic design
- Basic video editing
- Data analysis
- Results driven
- Ability and eagerness to work in a tight-knight startup environment.
- Flexibility: ability to think & move on the fly
- Fluent in English and French
- Willingness to travel internationally

Please send CV and cover letter to: jobs@hyvibe.audio

51 Rue de Maubeuge, 75009 Paris, France