



Marketing Manager, footbao

Location: São Paulo

Company Overview:

Footbao is a unique community around the biggest sport in the world where talents can show off their skills and fans can demonstrate their love for the game. Our purpose is to connect football talents and fans, fostering meaningful interactions and community engagement. As our first Marketing Manager, you will play a pivotal role in shaping the future of our platform.

Position Overview:

We are looking for a seasoned Senior Marketing Manager who will play a pivotal role in shaping our marketing strategies and elevating our brand presence globally. The ideal candidate will be adept at coordinating paid media, leading communication efforts, analyzing market trends, managing SEO, and driving user acquisition strategies.

Responsibilities:

- Coordinate Paid Media Implementation: Develop and execute effective paid media campaigns across various platforms to maximize reach and ROI.
- Lead Overall Communications (Paid, Owned, and Earned): Strategize and oversee all communication channels, ensuring a consistent and impactful brand message.
- Lead Market Analysis and Trends: Conduct in-depth market research and analysis to identify emerging trends and opportunities for growth.
- Coordinate Activation Calendar: Manage a comprehensive activation calendar that aligns with marketing objectives and maximizes engagement opportunities.
- Orchestrate PR and External Communications: Lead public relations initiatives and manage external communication efforts to enhance brand visibility and reputation.
- Weekly Report and Optimization Plan: Generate weekly performance reports and develop optimization strategies for ongoing improvement.
- SEO Management: Oversee the implementation of SEO best practices to improve organic search rankings and drive traffic.
- Lead Relationship with Media Agency: Foster and manage the relationship with the media agency to ensure alignment with strategic goals.
- Lead User Acquisition Strategy: Design and implement innovative strategies to attract and retain users on the platform.

Qualifications:

- Proven experience as a Marketing Manager or similar role, ideally in a digital/social media or sports-related industry.
- Strong understanding of digital marketing, including paid media, SEO, and social media trends.
- Excellent analytical, organizational, and leadership skills.
- Ability to think creatively and innovatively.
- Bachelor's or Master's degree in Marketing, Business Administration, or related field.
- Excellent communication skills, both written and verbal.



Benefits:

- Collaborative and dynamic work environment.
- Opportunities for continuous learning and professional development.
- Active participation in challenging and innovative projects.
- Competitive compensation and comprehensive benefits.
- Paid time off.
- Flexible work hours and remote work.

footbao is an equal opportunity employer, and we value diversity at our company. We do not discriminate based on race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.