



Recruiting a Marketing Manager

About Poken:

Poken (www.doyoupoken.com) is a fast growing global start-up with offices in London and Switzerland, and sales in over 25 countries. Poken is “your social business card”, a USB device to share your contact details and social networking profiles in real life. Pokens come in a wide range of designs, shapes and colours: from cute and cool characters, to exclusive artist collections.

Since its launch in December 2008, Poken has been exploding across the internet. Key to our success has been that we operate a promoter network, counting dozens of creative and entrepreneurial people worldwide. Poken events, webshops and fan pages are springing up everywhere, resulting in significant media coverage from major newspapers and TV stations worldwide. Poken was recently awarded the TechCrunch Award for Best Real World Gadget / Device (EMEA) 2009.

What We're Looking For:

Poken is looking for a passionate and process driven individual to work closely with our existing team of Pokenauts. We need an experienced Marketing Manager to structure Poken's successful buzz and marketing efforts, to help scale and develop our international growth. You will be managing the planning and execution of global marketing programs by working closely with our founder and CEO, as well as Poken's executive team and evangelist, and will initially be based in Switzerland.

Your New Best Friends:

Our team is one of the best things about Poken! As our new marketing manager, you'll get to:

- Work with Stéphane Doutriaux, the founder and CEO, to plan and execute the marketing of our products worldwide
- Work closely with Renate Nyborg, global evangelist, on our social media and events strategy, empowering Poken ambassadors, buzz management, and strategic marketing projects
- Support Asena Woodward, product manager, on designing and producing on-brand packaging, accessories and design collections
- Work with Simone Kuhn, communications assistant, on managing the customer experience of online sales, product usability, and support at major events

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- Work with Denny Mayer, VP of Sales, to drive sales through the roof
- Work with Steve Smith, VP of Product, to make people want our products

Key Responsibilities:

- Drives the establishment of strategic marketing plans to help drive sales of our products
- Develops and executes marketing programs to achieve objectives regarding revenue, profitability, and market share
- Plans and oversees execution of promotional activities including print, electronic media, trade show, direct mail, point-of-sales displays, and signage
- Process driven approach to plan and execute new strategic projects and partnerships
- Manages marketing budget
- Negotiates contract terms with outside agencies and suppliers
- Communicates with outside advertising agencies on ongoing campaigns
- Manages development, production, and distribution of promotional and collateral materials to support sales and marketing programs
- Defines appropriate measures of marketing success and adjusts marketing strategy and tactics to increase effectiveness
- Plans and conducts market research to identify opportunities for increased sales
- Owns communication with customers, end users, and resellers
- Stays current on competitive products and defines/communicates Poken's products' positions
- Provides post-event reports, analysis, and regular status reports on marketing programs
- Helps establish and maintain consistent corporate image throughout product lines, promotional materials, and events
- Initially manages one highly adept social media buzz marketing "ninja" with the possibility to manage a larger team in the immediate future
- Foster positive working relationships with internal departments and external suppliers

Required Skills and Experience:

- 7+ years of directly related prior experience in business to consumer technical product marketing
- Genuine passion for innovative consumer products, social media and cool design
- Strong preference for someone with previous experience working for a high growth media or technology startup, or a global technology corporation like Google, Apple or Yahoo

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- Proven success in managing marketing projects, contracts, pricing and budgets
- Experience working with a sales force, distribution channels, outside vendors and agencies to successfully promote product to customers
- Working knowledge of marketing principles and techniques, including market research, product positioning and differentiation, value propositions, and marketing programs
- Ability to work cross-functionally with teams including Global Marketing, Sales, Operations, Engineering and Finance
- Strong interpersonal, verbal and written communication skills
- Excellent planning and organizational, project management and time management skills
- Ability to analyze and find solutions to complex product issues with customers, partners and cross-functional peers
- Ability to remain current on the latest market developments as they pertain to the current/future impact on Poken's product lines
- Strong preference for multi-lingual and well-traveled people
- Must be awesome 😊

Please reply to: cool_jobs@doyoupoken.com with Marketing Manager in the title.

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