

Are you our Head of Marketing?

We are looking for someone who can take Blume to the next level by being in charge of the marketing.

If you are passionate about making a huge difference in the way people meet online, you should join us!

About this position

You will work closely with the CEO and the executive team, and be in charge of many great responsibilities that will have a huge impact of the success of the company.

We are seeking an individual who has an enormous amount of intellect, drive, passion, creativity and experience to successfully market Blume into a huge success.

Your main task will be creating brand awareness through various different and creative ways to lead the company to success. Your main focus will be in the US.

The position is responsible for planning, organizing, recruiting and training college ambassadors, create events and campaigns, social media and managing all marketing functions to achieve company milestones such as growth and visibility. You'll be working directly with partners, customers, university/college ambassadors and much more.

Responsibilities

- Develop and execute aggressive customer acquisition strategies.
- Present Marketing strategy, vision, and plans to senior management.
- Use qualitative and quantitative data to understand user behavior and apply those insights to the marketing strategy.
- Create marketing campaigns, events etc.
- Create and successfully run the Campus Rep program nationwide.
- Manage social media.
- Plan, create, deliver and manage demand generation campaigns using email, newsletter, SEO, SEM, content syndication, online advertising social media and events designed to capture and nurture prospects.
- Produce regular weekly and monthly reports, dashboards and analysis focused on achieving revenue goals, pipeline, awareness and market perception tracking leads, conversion, ROI, opportunities and revenue potential.

We're offering:

- Full-time position with a competitive salary.
- Equity in the company.
- Office facilities in San Francisco or possibly Los Angeles.
- Being part of an amazing team who believe in making a big difference in meeting people online.

About Blume

Blume is a social discovery app that is solving the biggest problem in the dating industry; the uncertainty about who's actually behind the profile you're matching. On Blume you connect via profiles, but match via selfies. This makes you certain about people's true identity, thus creating a safe and trusted environment where people can be themselves.

On Blume you get to avoid matching fakes, and experience the awesome selfie matching that makes the experience alive and real.

You get to control exactly whom you let into your full profile and chat via the selfie matching, where possible fakes are filtered out. You match with real people, in real time.

Still interested?

Send your CV and your reason why you want to be part of Blume to job@getblume.com

We're looking forward to work with you!

/Team Blume