**[Sales and marketing Officer](http://luissenlabs.com/career/digital-marketing-manager-2/)**

If you want to measure and improve your skills, if you thrive on intellectual and strategic challenges,if you want to join a dynamic working environment, then continue reading this job offer!

[Coindustrio.com](http://www.coindustrio.com/) is the first manufacturing supply chain on demand, for european SME's, electronic design houses and startups developing a hardware.

[Coindustrio.com](http://coindustrio.com/) collaborates with more than 200 Italian suppliers to relaunch italian manufacturing. The B2B platform  reallocates their off-peak periods to offer the best industrialisation solutions for PCB, PCBA & cables. A tailor-made service to make hardware production easier: integrated, fully flexible and trasparente, 100% online and accessible H24!

[Coindustrio.com](http://www.coindustrio.com/) launched officially in Febbrary 2017, operates in Italy and France (Germany and UK in the next future) and competes with off-shore web factory (ExceptionPCB, IngDan, etc).

**Responsibilities** in close cooperation with the Team to garantee the achievement of startup’s objectives

* Develop, implement and evaluate a holistic marketing strategy;
* Drive the development of startup and services brands and overall positioning and messaging;
* Plan, implement and evaluate sales actions on the different markets;
* Contribute to product development;
* Ensure continuous contact with customers;
* Develop and support networking;
* Identify trends and  ensures the constant monitoring of the market and the competition.

**Requirements**

Candidates that will be considered for interviews should:

* Fluent English, Italian & French;
* A entrepreneurial spirit – the team is hard working, self-motivated and confident;
* Data-driven decision-making culture;
* Experience in sales (preferably in the B2B technology space);
* Experience in planning and executing multiple marketing programs including budget management;
* Experience in SEO, SEM, blogging and social media management (facebook, twitter, linkedin);
* Knowledge of the main web marketing tools such as Google AdWords, FB Ads, etc;
* Knowledge of Adobe package (at least Photoshop and Illustrator);
* Capacity to produce content and creative writing;
* Familiarity with CRM systems, marketing automation tools and tracking tools to assess campaign effectiveness;
* Ability to work independently and in a team environment.

In addition, the successful candidate must be able to demonstrate open-mindedness and innovative thinking and should be proactive, creative, actively involved and available for short business trips across Italy or around the world.

This job is a growth opportunity offered to candidates  with enthusiasm for collaborative working and passion for startup philosophy.

**Send your application to**[**info@coindustrio.com**](mailto:info@coindustrio.com) **until 30/09/2017** with the subject: **Sales and Marketing Candidate**

Work location: Maglie (LE) - ITALY

Expected date of hiring: October 2017

Salary based on experience in the role.

L’offerta è da intendersi nel rispetto delle norme sulle parità di trattamento (L.125/91, art.4 comma 3) in materia di occupazione e di condizioni di lavoro (L.903/77, L.125/91, D.Lgs. 215/03 e 216/03, ex D.Lgs n. 196/03 in materia di privacy).