

Job Description

Pyypl LTD

1. JOB OVERVIEW

Name			
JOB NO. / ID		DATE LISTED	
JOB LOCATION			
JOB TITLE	Market and Customer Segmentation Manager		
DIVISION / DEPARTMENT	Market Expansion	REPORTS TO: NAME	Diogo Almeida
SUBDIVISION	GTMS	REPORTS TO: TITLE	Go-to Market Strategist

2. POSITION DETAILS

FULL-TIME	<input checked="" type="checkbox"/>
PART-TIME	<input type="checkbox"/>

CONTRACTOR	<input type="checkbox"/>
INTERN	<input type="checkbox"/>

EXEMPT	<input type="checkbox"/>
NONEXEMPT	<input type="checkbox"/>

3. DETAILED JOB PROFILE

TASKS	<ul style="list-style-type: none"> Conduct research, identify and lead the development of user segments (with a stronger need of Pyypl products and services) Development and execution of surveys/interviews regularly, for the different segments identified to aiming to establish a deep understanding and better serve users Aggregate and analyse research conducted to develop thorough reports for the different segments Development and execution of physical marketing campaigns for the segments identified. Analyzing, interpreting, and presenting results of marketing campaigns Lead partnerships to grow current or new user segments Build and manage a network of Pyypl ambassadors, influencers, and promoters, among specific user segments Organize and manage a frequent flow of events within the segment communities. Create and maintain promotional content (delivered via traditional and digital media, social media, PR, events, etc.) Coordinate with local sales team and digital growth to conduct long term marketing activities for the different segments identified with the purpose of developing an acquisition and retention plan for the different segments Be the voice of specific user segments towards Pyypl internal functions. Act as the main connection between the users and Pyypl, indicating where to fine-tune products and services to improve user experience and reduce churn
Remuneration:	<ul style="list-style-type: none"> Negotiable within market norms depending on candidate's experience and qualifications.

4. Candidate's profile (minimum qualification):

<p>Required Experience & Other Qualification:</p>	<ul style="list-style-type: none"> • Minimum of 6 years of relevant experience in promotional sales, marketing, communication, or customer service • Preferably with experience at a telecom or financial company • Experience with event planning/media activations • Thorough understanding of markets in the technology, telecom, and finance vertical • Proficient in Microsoft Office
<p>Other skills:</p>	<ul style="list-style-type: none"> • Proven track record of taking ownership and driving results • Self-starter, sense of urgency, and works well under pressure • Strong storytelling skills • Highly organized and structured, can work equally well with a team or individually • Sales and numbers-driven personality • Commercial awareness • Excellent analytical skills
<p>5. Additional comments:</p>	
<p>ADDITIONAL COMMENTS</p>	