

# Digital Marketing Director

## About Keluro:

[Keluro](#) is a B2B tech startup providing a solution to increase workplace productivity and break information silos by turning email conversations into collaborative assets. Our software enables users to more effectively distribute and find all the information contained in emails—across teams, projects, and their entire organization.

## Description:

Working directly with our founding members, you will collaborate closely with them and help shape our overall business strategy. Since our web application is available worldwide, our marketing efforts are focused on getting traction and acquiring new users in different countries through various online channels.

As a key player at the heart of our startup, you will be responsible for generating leads and converting them into users and paying clients. Moreover, your analyses will help our development team improve the user experience to make the product more viral among existing users.

## Main responsibilities:

- Drive overall digital marketing strategy and execution
- Plan, execute, and analyze campaigns to optimize brand awareness, product consideration and customer acquisition
- Create and curate content across several channels (including social media and blogs)
- Manage PR (especially toward B2B influencers)

## The ideal candidate:

Due to our rapid development and the variety of responsibilities involved with the role, you possess both a strategic and an execution-oriented mindset. You have demonstrated your ability to take initiatives, to set your own objectives, and to drive these forward independently. Because of your analytical and creative skills, you adapt to new situations as they arise. Last but not least, you appreciate an informal environment where you are encouraged to share your ideas with the rest of the team to actively help accelerate our growth.

## Additionally, you identify with the following:

- Minimum 3 years of experience in digital marketing for B2B (software environment is a plus)
- Passion about entrepreneurship and IT
- Curiosity about trends and changes in the field of marketing (SEO, social media, influencers...)
- English native speaker (Fluency in French is a plus)

Please send your application and CV to [contact@keluro.com](mailto:contact@keluro.com). We look forward to hearing from you!