

Biz Dev and Marketing Position

Who We Are

TroLion is a business applications company founded in late 2010 that is developing an innovative and comprehensive marketing and business intelligence platform. Our AI-based web and mobile application, Rush49, will connect existing and potential local customers with local businesses, allow merchants to disseminate special offers in easy to use and dynamic environment all in real time. We aim to become a disruptive player in the new but growing field of online local marketing, ultimately becoming the one- stop marketing and business intelligence division for small businesses.

The position

The biz dev position will be responsible for shaping the marketing strategy of the next “big thing” from the early stage on. We are working on a cutting edge mobile technology, have an extremely well rounded and international team, are well funded and have a seasoned management. This position offers an unique opportunity to put your footprint on our products and be in charge of the whole marketing and biz dev side of the business. As common with successful startups, you will be required to work with the product team over several iterations, identify potential customers, create marketing collateral and devise a marketing strategy.

To make your mark as a marketing maverick, you will:

- Develop both traditional and guerilla marketing concepts for TroLion's potential customers
- Leverage relationships with existing merchant partners
- Develop relationships with promising merchant networks and associations
- Collaborate with marketing, artwork and sales team
- Craft PR messages and work with PR and social media interns
- Have an intuitive understanding of intangibles like brand recollection, brand recognition and customer loyalty

You should have

- 5+ years of Marketing and/or biz dev experience
- B.A. or B.S. in Marketing, Communications or related field
- MBA/MA is a plus
- Superior written and verbal communication skills, including copywriting and editing experience
- Familiarity with multiple social channels and advertising terminology
- Experience in both B2B marketing and consumer marketing

If you fit the above description then we want to hear from you. We are a small but growing and tightly-knit bunch of people who would like to innovate and inspire a new shopping experience.

Compensation:

- 60k+ yearly salary
- Deferred compensation and employee stock options based on performance
- Free yoga classes and gym membership
- Casual and fun atmosphere