

# PONY BIKES

May 2017

## Marketing Executive Internship – Pony Bikes – ASAP

*Let the dream come true*

### **The company**

Pony Bikes is a newly founded well funded start-up that does bike sharing. Our system is a bit like Barclay's bikes but without docking stations. It's super simple: get the app, unlock the bike, drop it when you are done. No docking, no hassle 😊

Offices are based in London, Clerkenwell area (but frequent travel to Oxford will be required).

### **The role**

We are looking for exceptionally talented, self starter candidates to join the marketing team. Reporting to the founders, your key responsibility will be to grow the number of users and the awareness of the brand but you will also be willing to get stuck into all aspects of the business. Pony is a start-up meaning that you will be in charge from day 1 and that you will be expected to make a huge impact.

### **Field Marketing (main assignment)**

- Maximise number of downloads!
- Recruit brand ambassadors
- Plan, schedule & coordinate staffing (you will be yourself on the field getting people onto the bikes a lot)
- Arrange logistics & merchandising for every shift
- Monitor and report KPIs to the founders

### **Digital & PR**

- Support with press release (writing up, make contact, follow up)
- Support with other awareness initiatives (influencers, blogs, races, awards)
- Set up digital channels & strategy
- Support with planning, producing & posting content

### **Partnerships & Cross Marketing**

- Get student groups, sport teams & unions on board (co-events, sponsoring, shout out)

- Get local businesses on board
- Identify key events and ensure demand is covered

### **The ideal candidate**

- Top tier University or Grande Ecole
- Any field of study works
- Truly a people person at heart
- Able to get things done
- Eager to impress
- Extremely passionate individual with a high sense of responsibility
- Focused / obsessed
- Ambitious / hungry for success

### **Details**

- Duration is flexible: from 1 month to 6 months
- Paid
- Compensation depends on experience and duration
- Free biking!

*To apply please send CV and cover letter to [jobs@ponybikes.co](mailto:jobs@ponybikes.co) with email subject 'Marketing Role June 2017'*