

## **Business Development and Marketing Lead**

We are looking for a female professional who can work independently, deliver high quality strategic and operational input, and has great communication skills to join our startup BlackGull, and its ambitious and exciting journey ahead. We are a team of two cofounders (1 FT, 1 PT), and we are willing to incorporate you as a third co-founder (preferably FT, but can be PT at the beginning).

You will lead and be the founding stone of our business development and marketing team, on both strategic, tactical and operational levels. This will include analyzing, assessing, structuring and developing the activities of the company towards our potential and actual customers.

### **We offer**

The position will allow you to be part of an ambitious journey as a founding member of a startup that aims to re-invent international trade. It will also give you an opportunity to participate in a global business, interact with people of very diverse cultures and geographies, and build a solid network with a variety of stakeholders, from international organizations related to trade, industry leading experts and, above all, with tenths of thousands of SMEs around the world.

You will be able to develop further your leadership skills by establishing and leading a small team, and enjoying the experience of working in a family-like environment. You will help us to develop a culture open communication, common purpose and results orientation.

### **Key responsibilities and milestones**

- Designing and leading the execution, in collaboration with the other co-founders, of the marketing strategy and lead the activities aimed at attracting potential users.
- Supervise the validation processes of the product's functionalities, services and tools.
- Coordinate the risk analysis and product's value perception from potential and actual users.
- Investigate, analyze and develop the product's value proposition and business model, paying particular attention to the perspective of potential users (problem/solution fit; product/market fit).
- Lead and supervise, along with the CEO, the interactions between BlackGull and its user base.

### **We are looking for**

Someone who has a number of years of experience in either business development or marketing & sales, preferably in international trade related businesses or SaaS solutions; but also, someone who would like to get involved across all elements of a nascent startup, being open to work across areas.

It is important that you are open minded, have a good ability to communicate, work on your own, think outside of the box, challenge standards, come up with different and even unusual ideas and be inspired by working in uncharted territories. We value your ability to focus and get things done, without losing sight of the bigger picture.

Availability to travel with some frequency for short trips (every 1 or 2 months) is desired (that is, after COVID passes and things get back to normal).

If you are interested, please send us an email to [mail@blackgull.trade](mailto:mail@blackgull.trade)