

Head of Marketing (f/m/x)

At Typewise we create the smartphone keyboard of the future. The traditional QWERTY keyboard was invented 140 years ago and is optimized for 10-finger-typing on mechanical typewriters. With Typewise we built the first virtual keyboard specifically designed for mobile devices. It reduces typos by 72% and provides the best possible user experience while ensuring full data privacy. Since our launch in December 2019, already 200,000 people have installed Typewise and more users are joining us every day. We're supported by Innosuisse, Switzerland's innovation agency.

We're offering a **permanent position as Head of Marketing** (including company shares). You'll help us grow Typewise to 1 million users by next year and lay the ground for 100 million users.

Our mentality

We're a passionate team based in Zurich who are not satisfied with merely good quality. We want to create something extraordinary. That's why we practice an open feedback culture and measure ourselves against the best. We value user feedback, which helps us continuously improve our product. Instead of lengthy decision-making processes, we prefer quick decisions that we thoroughly test with our user base.

But of course, it's not only about work but also about fun. So be prepared for an occasional drink at the end of the day or a nice swim in the lake. We also offer flexible/remote working options, especially during government lockdowns.

Your responsibilities

- You develop our marketing strategy and roadmap
- You oversee analytics and derive marketing and product experiments
- You analyze competition and mobile apps trends
- You manage and optimize Google Ads and Apple Search Ads
- You create and run social media campaigns that go viral
- You manage our user community, and respond to reviews and support requests

Your skills

- Knowledge in digital and social media marketing
- Experience with performance marketing (e.g. Google Ads)
- Analytical skills and ability to interpret statistics (e.g. Google Analytics)
- Creativity to design and run viral campaigns, possibly with memes and videos
- Solid communication in English with both humor and professionalism
- Entrepreneurial drive and ability to quickly react to global events
- Interest in mobile apps and excitement to take Typewise to the next level

Excited? Say hello!

If you want to be part of an innovative and awesome start-up team, and bring your own ideas to life for millions of users, say hello: info@typewise.app