



Marketing, Research and Communication Manager

Shift4Good, Impact Venture Capital Fund

Shift4Good is an Impact VC fund (SFDR Article 9) founded by 4 seasoned investors to invest globally in Mobility and Circular Economy. We are convinced that innovations and startups are powerful instruments to fight climate change and accelerate ecological transition of our economies, in order to build a sustainable future for all. We concentrate on startups and founders who want to make a difference for the planet and build regional / global leaders that will lead and change the world.

Our Impact methodology is especially demanding and disciplined, in order to focus only on startups that are true « game changers ».

Offices are located in Paris and Singapore.

The fund is recruiting a Marketing, Research and Communication Manager to join and strengthen the team. The position is to be fulfilled in Paris but Shift4Good operates as one global team. Thus, the manager works also with colleagues based in other geographies. The position is to be fulfilled immediately.

Job Summary:

Shift4Good, the leading Impact Venture Capital Fund in sustainable mobility, is seeking a dynamic and passionate Marketing, Research, and Communication Manager to join its growing team. This pivotal role involves developing and executing innovative marketing and communication strategies, as well as conducting in-depth research to support our high-impact investment initiatives in decarbonizing transportation. The ideal candidate will have a strong background in marketing, market research, and communication, along with a passion for environmental impact investments.

Responsibilities:

1. Marketing and Communication Strategy:

- Develop and execute marketing and communication strategies to promote the Shift4Good brand and support portfolio companies in their communication about transportation decarbonization initiatives.
- Create engaging and relevant content for internal and external communication channels, including social media, website, newsletters, etc.
- Manage public relations, including interactions with media, partners, and external stakeholders.
- Manage organization of and participation to events in Paris and Singapore Headquarters as well as in several locations across Europe.

2. Market Research:

- Design and conduct comprehensive market research to identify trends, investment opportunities, and high-impact sectors in transportation decarbonization, while providing support to portfolio companies.
- Formalize market research insights on key themes of interest in deep-dive reports and studies that will be shared with Shift4Good investors Analyze data and insights to inform investment decisions and improve the performance of the existing portfolio.
- Produce high quality survey on trends and innovations.

3. Portfolio Company Support:

- Provide marketing and communication support to Shift4Good portfolio companies, assisting them in developing and executing their own marketing and communication strategies.
- Collaborate closely with portfolio companies to identify growth opportunities, enhance their transportation decarbonization efforts, and maximize their social and environmental impact.

Required Skills and Profile:

- Demonstrated experience in marketing, market research, and/or communication, preferably in the field of impact investments in transportation decarbonization.
- Excellent writing, verbal communication, and presentation skills.
- Ability to work independently and effectively manage priorities in a dynamic environment.
- Strong analytical aptitude and data management skills.
- Knowledge of trends and issues related to social and environmental impact, particularly in the transportation decarbonization sector.
- Bachelor's degree in marketing, communication, market research, or a related field.
- 8-10 years of work experience
- Passionate about environmental impact;
- Team player
- Fluent English and French ;
- Passionate about startups, entrepreneurship, venture capital and innovation / technology ;
- Ambitious and self-confident while humble

How to Apply:

If you are passionate about social and environmental impact and want to contribute to shaping the future of impact investment in transportation decarbonization, please send us your CV along with a cover letter explaining your interest in this position and relevant skills.

Shift4Good is committed to promoting diversity and inclusion in the workplace. We encourage applications from individuals of all backgrounds.

Additional Information:

- Location: Paris
- Type of Contract: Permanent
- Start Date: ASAP