



Marketing & Communication Manager – Hoop On

Location: Milan, Italy (Hybrid Work Model)

Contract Type: Full-time

Who We Are:

Hoop On is a premium bus tour service offering unique travel experiences across Italy. We specialize in multi-day, hop-on-hop-off circuits that blend comfort, flexibility, and cultural immersion. Our mission is to provide an unparalleled travel experience for international tourists while fostering strong brand awareness and engagement (more details on www.hoopon.com).

Job Description:

We are looking for a creative and strategic **Marketing & Communication Manager** to lead our marketing efforts and enhance brand visibility in both B2B and B2C segments. This role involves developing and executing marketing strategies, managing communications, and ensuring cohesive brand messaging across all channels.

Key Responsibilities:

- Oversee digital marketing campaigns, including social media, email marketing, and content marketing.
- Manage communication efforts, including PR activities, media relations, and partnerships.
- Coordinate with external agencies and freelancers for creative content production (graphic design, video, copywriting).
- Monitor and analyze key marketing performance metrics and optimize strategies accordingly.
- Support the sales team with marketing collateral and lead generation initiatives.
- Organize and represent Hoop On at trade fairs, industry events, and promotional activities.
- Ensure brand consistency across all touchpoints, including website, advertising, and customer interactions.

Requirements:

- Proven experience in marketing and communication roles, preferably in the travel, tourism, or hospitality industry.
- Strong knowledge of digital marketing, social media strategies, and content creation.
- Excellent written and verbal communication skills in English (additional languages are a plus).
- Ability to develop and manage campaigns with a data-driven approach.
- Strong project management skills with the ability to multitask and meet deadlines.
- Experience in working with PR agencies, influencers, and media partners.
- Passion for travel, tourism, and storytelling.

What We Offer:

- Competitive salary and performance-based incentives.
- Opportunity to shape the marketing strategy of an innovative travel brand.
- A dynamic and collaborative work environment.
- Travel perks and benefits.

If you are a creative thinker with a passion for marketing and communication, we would love to hear from you! Apply now and help us take Hoop On to the next level! Send us (info@hoopon.com) your application with your CV and a brief cover letter!