



## **Co-Founder / Online Marketing Manager for Fashion Tech Startup**

(m/f, Berlin, Deadline: 15.07.19)

Join our leadership team and help revolutionize the footwear industry!

You are a performance marketing enthusiast but have not found the right product yet? You want to get involved in offering women a comfortable alternative through innovative high heels? Come work with us!

Maison Baum is a fast-growing direct-to-consumer brand for comfortable high heels. Our shoes combine previously unknown comfort with French design. Our patented technology was developed together with orthopaedists.

After our successful online launch and secured funding, we are now looking for an online marketing & sales manager who fits in well and will actively shape the growth of our brand, starting as soon as possible.

### **YOUR TASKS:**

- You have the overall responsibility for our online business, overseeing both performance and content marketing in daily business and strategically
- You take care of an appealing web presence, lead generation and the profitable integration of social media and e-commerce
- You are constantly testing new ad formats to exceed our performance marketing and sales goals, esp. Facebook Advertising
- Regular analysis of results based on relevant KPIs and weekly campaign reporting
- Derive recommendations to improve our marketing content, the creative implementation of which you will supervise together with our Head of Marketing
- You help build our online marketing and customer service team

### **YOUR HARD & SOFT SKILLS:**

- 3+ years of successful work in Performance Marketing from an agency or corporate perspective. E-commerce experience is a plus
- Excellent understanding of digital marketing tools (Facebook Business Manager, AdWords Editor, Google Analytics, etc.)
- You have a good sense for the interests of our Gen Y target group as well as new fashion and marketing trends
- Excellent knowledge of Microsoft Excel and numerical understanding
- You are proactive, hands-on and a team player with lots of power
- You are well organized, structured and assertive
- Precise expression in English (German is a plus) and a very good "feel" for texts
- Entrepreneurial experience and know-how within influencer or affiliate marketing (Rakuten, Skimlinks...) is an advantage, but not a must

## **WE ARE OFFERING YOU:**

- As co-founder you have the unique opportunity to help shape the rise of a ground-breaking innovation
- A patented product and lifestyle brand with sufficient funding and a completed proof of concept
- Attractive share package to participate in the success of the company
- Co-designing the company strategy, plenty of room for your own ideas and a steep learning curve
- The possibility to build your own team
- Impact: Solve a real problem for millions of women who have been told "Beauty knows no pain!".
- Start-up spirit: Highly motivated, international and friendly team, open communication and no bullshit, lots of fresh fruit and a stylish office in Berlin Mitte

You are interested in turning the shoe industry upside down? Send us your full application via [recruiting@maisonbaum.com](mailto:recruiting@maisonbaum.com), **incl. your possible start date and salary expectations**. In case of any questions do not hesitate to reach out, Fatou Camara +49 170 330 5834 is happy to help!