



DEARREALITY

Dear Reality, we are an innovative 3D Audio technology software company, founded in 2014 and based in Düsseldorf, Germany. Our commitment is to deliver high-quality, cutting-edge 3D audio technology and software tools for interactive and linear audio production. As a close partner of the audio giant Sennheiser, we are working on an optimized end-to-end workflow for all kind of spatial audio productions. (see www.dearvr.com for more details).

For our team we are seeking a

ONLINE AUDIO MARKETING MANAGER (f/m)

In our company you will be responsible for the conception and implementation of marketing. You will work closely with product development and management. Your creative ideas in combination with well-founded customer and market analyses enable the successful placement of our products on international markets.

In a small team you will be active in the areas of online, content, social marketing as well as business development. You are the creative and driving force behind the content, design and technical development of our digital sales force and are happy to be in direct contact with our customers.

We offer a modern working environment in an open corporate culture as well as exciting work in the dynamically developing future markets of virtual reality, augmented reality, games and 360° video production - all this in connection with sound, music and software development.

YOUR TASKS

- Development of creative growth strategies. Planning, testing and development of new performance channels.
- Market analyses, development of strategies for the worldwide online marketing
- Creation of customer profiles and data base
- Creation, implementation and monitoring of online, SEM and social media marketing for new customer acquisition, customer activation and customer loyalty
- Development of content marketing campaigns
- Budget responsibility and compliance with marketing goals
- Execution of analyses for the further development and optimization of the Customer Journey
- Cooperation and guidance of graphic and design freelancer

YOUR QUALIFICATIONS

Dear Reality GmbH
Düsseldorf, Germany
Managing Directors: Achim Fell & Christian Sander



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- At least two years professional experience in online marketing for software or professional audio products
- Proactive, solution-oriented and entrepreneurial thinking
- Very good knowledge of essential performance channels and various video / display and social media platforms
- High affinity for internet, e-commerce and technology
- Analytical skills and a confident use of relevant web analysis tools
- Good feeling for customer wishes and behavior
- Very good written and spoken knowledge of English and German
- Structured, independent work on one's own initiative
- Creative writing and content marketing skills
- Enthusiasm, commitment and team player

Applications should include the earliest starting date and your salary expectation. We are looking forward to hear from you.

IMPORTANT:

This job opportunity requires good spoken and written German communication skills!

We appreciate your response!