

## Online Marketing Manager (m/f/d)

Full-time position (40 hours per week)

Starting asap at gestalten headquarters in Berlin

gestalten continues to actively reimagine the way we approach publishing. With our extensive range of titles, we not only seek to enhance and to enrich our reader's lives but to continually engage with the surrounding creative landscape.

Our origin story began with a focus on the aesthetic, particularly that of graphic design and, over the last two decades, the scope of both our content and our expertise has widened. Today, using a myriad of observations of culture, people, art, and other intimate, inspirational informants, we document and anticipate vital movements in architecture, visual culture, design & fashion, escapism, food & beverages, travel, and contemporary art.

Does everything in online marketing make your heart beaten faster? Join our team as full-time Online Marketing Manager (m/f/d)! Together with you, we develop sustainable strategies and innovative online marketing campaigns to increase brand awareness and take gestalten and our partners to the next digital level.

### Your profile:

- You have a qualification in digital marketing, business administrations or similar
- You have at least 2 years of professional experience in an online marketing or eCommerce environment
- You are well versed with Shopify, Facebook Business Manager and Google Analytics and have solid SEM and affiliate marketing knowledge
- You have an analytical approach, affinity for numbers and a technical understanding paired with communication skills and consulting competencies
- You have a hands-on, structured and results-oriented way of working
- You are fluent in German and English, both written and verbally
- You are enthusiastic about creative culture and have an eye for design

### Your tasks and responsibilities:

- You conceive, implement and control innovative online measures
- You develop, implement, control and optimize digital marketing campaigns for different markets
- You create statistics, presentations, reports and derive optimization potentials and strategies
- You analyze, support and optimize our website in terms of reach, usage, usability, performance and conversion rates
- You develop, monitor and optimize on- and off-page marketing measures (creation of landing pages, collections, menu items, bundles; SEA, SEO, affiliate marketing)
- You provide customer support and research, address and answer product question
- You collaborate with internal departments and external partners, and coordinate external service providers

### We offer:

- A permanent position from the first day of employment
- A wide range of interesting topics, space for initiative and inspiring exchange with 35 wonderful colleagues
- A small, international team that values respect, transparency, pragmatism and collaboration
- An office conveniently located in the vibrant the heart of Berlin-Kreuzberg

You live and breathe social media? Then send your application including samples of your work, e.g. social media content, articles you had published, or a link to your blog or tumblr to [work@gestalten.com](mailto:work@gestalten.com). The subject line should read „STAFFx Online Marketing Manager“.