



pakama athletics GmbH . erftstr. 15 . 40219 düsseldorf . germany

FIND YOUR REASON!

We are a fast-growing, profitable & fully remote startup and the inventors of “**The Gym in Your Bag**®”. With our lifestyle bag and perfect fitness tools we offer people around the world the possibility to workout anytime and anywhere.

You want to realize yourself in our startup and reach the next level? Then start now at the earliest possible date as an

Senior (w/m/d) Performance Marketing Manager [remote]

YOUR RESPONSIBILITIES

- (Further) development of the global online marketing strategy as well as planning and implementation of online marketing activities in relation to corporate goals, key performance indicators and resources
- Responsibility for the overall management of performance marketing channels (FB/Insta, SEA, SEM, affiliate, etc.)
- Budget responsibility, ongoing ROI analyses
- Steering of content marketing activities (e.g. social media, newsletter, content production, SEO)
- Steering the optimization of our websites in cooperation with Performance Marketing, Business Intelligence and programmers (e.g. CVR, A/B testing)
- Interface management between performance marketing, product management, content marketing and programmers



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YOUR BACKGROUND

- Entrepreneurial mindset
- Very successful graduation of business studies or similar
- Inventiveness and creativity regarding new trends and marketing approaches
- Strong analytical, data-driven and technical skills paired with an agile mentality
- Ability to prioritize and manage many complex tasks in parallel
- Very good English skills

WHAT YOU GET

- A startup on a growth trajectory, with an experienced, agile team that puts its heart and soul into bringing out the best for our users
- The opportunity to shape things from the ground up
- An international working environment with flat hierarchies that offer you a lot of creative freedom and is open to new and innovative ideas
- A warm and open feedback culture that guarantees a steep learning curve
- We meet regularly especially on our yearly PAKAMA journey somewhere on this planet
- You can live & work wherever you are happy at

You want to be part of the PAKAMA success story and revolutionize the fitness market together with us? Wonderful, so don't hesitate to send your application to join@pakama.com

We are looking forward to hearing from you!