



Our client is the upstart start-up born out of a huge, established player in the mobility and travel space. The goal is to become Europe's leading online destination for modern Camping experiences! Their backer has a ton of know-how and experience about Camping, so along with solid funding they already have a great head start.

This is where you come in ...

## HEAD OF DIGITAL MARKETING | TRAVEL PLATFORM ( m / f )

### The Role:

- Act as Digital Marketing Lead and develop, implement and adjust the Marketing strategy continuously
- Be responsible for all paid online marketing channels with focus on AdWords, but also Facebook Ads and other 'paid channels'.
- Budget efficient campaign management and campaign control according to predefined KPIs, which means continuous performance monitoring with the help of reporting and tracking tools as well as constant optimization of all activities.
- Testing of landing pages and new ideas as well as regular evaluation of new features and betas.
- Track current trends in online marketing / the travel market.
- Cooperation and vivid dialogue with all stakeholders.
- Close link between own discipline and SEO, sales and product management.

### Experience:

- Qualification with analytical character (business administration, engineering, natural sciences) or comparable qualifications.
- Several years work experience in the digital marketing area, ideally in an agency or as a Marketing Manager preferably in the e-commerce or travel / touristic industry.
- Excellent experience with SEA relevant tools: Tracking, AdWords & Google Analytics, attribution models, Bid Management Tools, etc.
- Distinctive analytical abilities and goal orientated method of operating.
- KPI-driven with an extremely high affinity for numbers.
- Assertiveness, ability to communicate and work in a team.
- Experience with touristic products (hotel, package holiday, holiday apartment, etc.) preferable
- Excellent knowledge of Excel combined with a very good technical understanding
- Fluent German and good English



**Offer:**

- Unique opportunity to join a wild ride, going from zero to market leader in crazy fast timeframes.
- Robust financing backed by a single, stable and committed backer.
- Senior package, new laptop, nice offices, friendly colleagues and a lot more

You are reliable, pro-active and highly motivated and get especially creative when it comes to wording adverts and drafting new campaigns! You are interested in the newest web trends and technologies...

Well ... we are looking for an experienced Digital Marketing Nerd who thrives on challenges and wants to accomplish strategic visionary marketing!

Test your ability to the limit - see how your work directly creates value and be part of the future of Camping so good, no one can imagine it yet.

We look forward to receiving your CV!