



Digital Campaign Specialist (w/m/d)

Full-time employee | Berlin, Dresden oder Essen
| from now on



5
LOCATIONS

75
EMPLOYEES

38,2 MIO. USER
PER MONTH

DRESDEN | BERLIN | ESSEN | VIENNA

WE'RE LOOKING FOR...

... a Digital Campaign Specialist (f/m/d) for our location in Berlin or Dresden. With your specialized knowledge and your experience in broadcasting digital campaigns will enrich our Team Campaign Management, consisting of 6 clever and creative minds. As an expert in your field, you design cross-media campaigns from from the idea to the final product and justify your decisions with key figures.

YOUR MISSION WITH US:

- **Campaign Control**
 - Play out customer campaigns (CPC,CPI,CPL...) on different platforms in the Offerista network.
 - Creation, optimization and evaluation of Google campaigns (incl. reporting, technical setup e.g. for shopping campaigns).
- **Strategy, further development and optimisation**
 - 360° optimisation of campaigns to achieve the best possible results for a wide variety of campaign types.
 - Strategic orientation and further development of marketing, automation, process optimisation, etc.
- **Stakeholder Management**
 - Advising clients on suitable campaign strategies.
 - Close cooperation with the Product and Sales teams for the strategic further development of campaign products.

THIS IS WHAT YOU BRING ALONG:

- **Experience**
 - a completed degree in marketing or economics or similar training in this field
 - at least 3 years of professional experience in campaign management with Google & Facebook, ideally in the retail environment
 - desirable: experience with Programmatic Advertising
- **Expert knowledge**
 - in CPL, CPI, CPC,CPO, vTKP campaigns
 - in Google Adwords, at best with certification
 - High affinity to key figures

BENEFITS & PERKS.

- Lean, agile and highly dynamic working
- flat hierarchies as well as open and collegial

environment with varied tasks

- Responsibility and a lot of room for participation in shaping our common path
- Continuous development through regular feedback, workshops and a career plan
- Flexible trust-based working hours and possibility on sabbatical
- Drinks & fruits flatrate

cooperation

- legendary team events and celebrations
- Family-friendly - bring your child and dog with you to the office
- modern and playful office in the city center
- Possibility of writing a thesis and entry opportunity after a successful probationary period

BECOME PART OF OUR TEAM AND MAKE AN IMPACT.

We are visionaries, we outdo others and we are thinking ahead. We organize the digital shopping world of the future. As we are already well-known as the market leader of digital retail marketing within the range of DACH, we provide retailers with digital reach and store visits of our state-of-the-art products. We are proud of what we have reached and we are motivated by the things that will come up. We are "Offerista" - and we are looking for bright minds that will make us even better.

APPLY NOW.

CONTACT.



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