



Email Marketing Manager (m/f)

Visual Meta GmbH is an innovative e-commerce company in the heart of Berlin. The company has grown rapidly since it was founded in 2009. In 2011 Visual Meta was acquired by the Axel Springer Group, Germany's leading publishing house.

We are now looking for a motivated colleague (m/f) for our international marketing team to support us with our email marketing campaigns and promote the expansion of our shopping portals internationally as soon as possible.

Your profile:

- University degree (business/management/marketing emphasis) or equivalent education
- Proven track of record in CRM/email marketing, ideally within the e-commerce field
- Strong affinity for online marketing and the e-commerce sector
- Good HTML and Google Analytics skills as well as a solid understanding of email tracking systems
- Very good English skills, proficiency in other languages such as Swedish, Finnish and/or Danish is a plus
- Creative mindset, conceptual skills, an eye for details and a keen sense for new trends and topics
- Team player and very good communication skills

Your responsibilities:

- Creating and managing personalized email marketing campaigns to drive customer engagement and increase sales
- Monitoring and evaluating the success of all email marketing campaigns through established KPIs and optimizing them regarding deliverability, frequency, measurement and content
- Coordinating the selection of new topics as well as creating and writing personalized content
- Working closely with other departments for the coordination of all campaigns
- Staying up to date on the latest email marketing trends and implementing best practices
- Making sure quality standards are met every time

What we offer:

- A committed, successful and international team
- Opportunity to work independently and gain lots of insight into the field of e-commerce
- Continuous training possibilities and room for further personal development
- Flexible working hours and a great office in the heart of Berlin
- Healthy snacks (fruits, cereals), water and hot drinks
- Team events, movie nights, table football, ping-pong, company bikes, etc.

If you are interested in an exciting position within a friendly team, please submit your application in English to the attention of **Cindy Richter** including cover letter, CV, your earliest starting date, salary expectations as well as relevant references.

We are looking forward to receiving your application!

www.ladenzeile.de / www.visual-meta.com