



carpooling.com
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Carpooling.com GmbH operates Europe's largest carpooling network and has established itself as a leader in intermodal mobility.

The network has 3.5 million registered users and offers daily access to more than 600,000 travel opportunities through the carpooling.com platform. The company was originally founded as mitfahrgelegenheit.de by three students in Germany in 2001 offering a cost-efficient traveling solution. Today, the site is available in 7 languages and 9 local platforms including: Germany, France, Poland, Italy, Spain, United Kingdom, Austria, Switzerland and Greece. The company has also established an international team of more than 40 employees who are highly motivated to continue the growth of the company.

We are looking for someone to join us in our Munich office in the role of:

Marketing Manager

Permanent full-time position

TASKS

- Strategic planning, development of positioning and communication strategies
- Implementation and coordination of online and offline marketing activities for B2C target group in the European market, especially in the areas of SEM, SEO, affiliate, online and email marketing
- Development and coordination of the company's activities on social media (especially Facebook and Twitter)
- Leadership and management of the communications team
- Consulting and coordination of the marketing plan with the international product managers
- Managing agencies
- Monitoring success metrics to create meaningful reporting and recommendations for action
- Active monitoring of the competitive market and development of new potential markets and customer segments
- Budget planning and responsibility (international)

SKILLS

- University degree in economics and marketing
- At least 5 years relevant work experience in the internet business and a proven track record in online marketing for B2C target groups
- Very good knowledge of marketing communication tools
- Experience in managing external PR / advertising agencies
- Experience in dealing with online metrics and analysis tools
- High level analytical and strategic skills
- Organizational skills, independent and structured approach, high level of initiative
- Confident and positive attitude
- Motivated to develop and implement creative ideas
- Strong communication and leadership skills as well as negotiation skills
- Fluent in spoken and written English, other languages of advantage

Are you interested in a career with exciting future prospects? Then look forward to many tasks in a fast-paced and international environment. We offer a pleasant working environment in a dynamic, young team, a lot of responsibility and the opportunity to learn. Please send your application, in German or English, stating your salary expectations to:

Contact: Nina Morgenthal, email: jobs@carpooling.com