



PERFORMANCE MARKETING MANAGER & BUSINESS ANALYST

ABOUT US

PANTAFlix (www.pantaflix.com) is a new Video on Demand (VOD) platform. Berlin based with a global reach, we're aiming to make PANTAFlix the best place anywhere on the planet to watch & discover great film & TV. Built by filmmakers for film-lovers, we're growing rapidly and looking to find highly skilled and motivated people to join our international, passionate team.

JOB OVERVIEW

Do you love movies and TV shows? Do you live, breathe & eat digital marketing? Know what it takes to growth hack an e-commerce platform and/or startup? Well, hi there! We're looking for an ambitious digital marketing specialist to join our international, passionate team. The position is a central role within the marketing team while also collaborating with other departments (CRM marketing, product & engineering). He / she will be responsible for all performance marketing activities and post-campaign evaluations across multiple countries and target groups with a strong focus on KPIs and conversation / traffic driving.

RESPONSIBILITIES & GOALS

- Manage the digital user acquisition, conversion and retention strategy and set-up all paid campaigns (Facebook Ads, Google Ads, Apple Search Ads etc.)
- Track, analyse and adjust all performance marketing initiatives through internal and 3rd party tools to constantly steer and increase results
- Identify and collect data to report marketing KPIs across all marketing touchpoints
- Provide ad-hoc analyses as well as weekly and monthly reports
- Interpret marketing and business results and conclude actionable recommendations

IDEAL PROFILE & QUALIFICATIONS

- minimum 3+ years experience in digital performance marketing and marketing analytics
- Significant experience in planning and executing marketing campaigns across digital media with demonstrated understanding of all key marketing metrics especially Google Ads + Facebook
- Familiar with Big screen and TV in app marketing approaches, yet also mobile install campaigns
- Experience with web and mobile install app tracking solutions
- Ability to collect and analyze data, to identify strategic recommendations and present them in a logical manner
- Exceptional Excel skills and solid knowledge of MS Office, Google analytics and data visualization tools
- Hands-on and team player mentality
- Fluent in English, German and other languages a big plus

BENEFITS

- Motivated and skilled team of film-lovers/tech-lovers/brand-builders
- Modern office in the center of Berlin
- Free drinks, fruits, snacks, Playstation, After work drink - Fridays and regular team events

So, think you're ready to make a huge impact in our marketing team?

Please send us your cover letter, resume, and salary expectations to join PANTAFLIX

Career@pantaflix.com

Please note our privacy policy: <https://www.pantaflixgroup.com/en/privacy-policy/>