

CRM & EMAIL MARKETING MANAGER (M/W/D)

Fulltime | Berlin | Immediately

ABOUT US

We are PANTAFLIX, a 3-year old entertainment start-up from Berlin with technology and development at heart. We might be just a group of film enthusiasts with decades of film and production experience, yet we share a common vision of shaping global VOD consumption.

We are part of a bigger holding company, PANTAFLIX AG, that is focusing on film & content production, social media and movie distribution. Our parent company gives us the stability that allows us to focus on what we can do best: build amazing apps, architecture and develop great VOD platforms, where we showcase the freshest Hollywood studio content, a range of indie movies, European classics and more. Our other sister companies include production company, Pantaleon Films (creator of 8 box-office hits and Amazon Prime series), March&Friends online product placement experts, and branded entertainment agency, CC15.

JOB OVERVIEW

Are you an expert in email marketing who loves movies & great TV? Know what it takes to growth hack an ecommerce platform and/or startup?

Well, hi there!

We're looking for an ambitious and talented CRM & Email Marketing Manager to further develop our customer relationship management. You will be in charge of all CRM & e-mail marketing activities.

You should be aware of best practices and trends in both digital marketing and advertising technologies. Vitally, you understand how to not just reach a large digital audience, but also turn them into PANTAFLIX-loving users and active customers.

RESPONSIBILITIES & GOALS

- Work closely with performance marketing, marketing analytics and the product team in order to steer effective communication with our customers
- Create e-mails, push notification, newsletters and automated workflows for segmented user groups in different languages for different product services in TVoD, AVoD and subscription models
- Strategically grow our CRM database for effective retention marketing against the right KPIs
- Manage e-mail campaigns from end to end including A/B testing and reporting to guide improvements

WHO YOU ARE

- 3-5 years of experience implementing, managing & optimizing email / mobile campaigns.
- Background in digital/online marketing
- Hands-on and team player mentality
- Creative and data-driven mindset
- Native/fluent in German is a must, other languages like English is a big plus

BONUS SKILLS

- Basic understanding of design tools like Adobe Photoshop, Sketch App and HTML/CSS is a big plus
- Have experience in managing advance email marketing / automation tools like Hubspot, Braze, Iterable etc.

WHAT WE OFFER

- A dynamic team with exciting personalities, passion for film industry and professionalism
- Opportunity to grow in a dynamic business environment
- An excellent and cozy working environment with flat hierarchies and a lot of flexibility in the heart of Berlin near Rosenthaler Platz
- High team autonomy and agile environment

Curious? Then send us your application, portfolio (PDF or webpage) and salary expectations TODAY!
career@pantaflix.com

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