

Marketing Manager

Vienna or Graz | Marketing | Full-Time

As a Fintech Startup we are expanding rapidly and hence, we are seeking new, experienced and hands-on team members who think outside of the box (and are not afraid to share their thoughts), will deliver unique ideas and like to work in a fast-paced environment.

At Brickwise we will introduce customers to a new way to invest in real estate and benefit from it like an owner. From buying digital shares, to managing assets and global trading, customers simply get more with Brickwise.

About the opportunity

As a marketing manager you will be tasked with managing end to end campaigns with a data-driven approach that drives business value and objectives.

You'll be able to spot opportunities, adapt quickly to changing market trends and quickly execute multiple projects, whilst being consistent with brand messaging and tone of voice. Accurate in your analysis and reporting of outcomes and be able to inspire and motivate others to help drive marketing throughout the organisation.

Your mission

- Help develop Brickwise's growth strategy, execution and optimisation of all marketing initiatives in our market, through strong analytical skills and properly managed timelines, with the focus on maximising speed and effectiveness
- Plan, design and lead campaigns across all marketing channels including (but not limited to) digital marketing, community, events, email marketing, content, offline marketing etc.
- Design and develop user activation and engagement campaigns (including influencer, ambassador and affiliate programs)
- Design, develop and manage strategy, planning & execution of brand campaigns for our market that educate potential users, retain existing users, drive customer value and enhance brand equity
- Collaborate with external agencies and vendors to complement and build upon our internal resources
- Closely monitor, track and report analytics to ensure they align with our growth KPIs (user acquisition, activation, retention, cost per metric, ROI etc.)
- Requesting and managing the appropriate budget for campaign outcomes, continuously working on enhancing the ROI

About you

- Passion about growth marketing and have at least 5 years of experience of driving comprehensive and integrated marketing initiatives
- In-house experience in a B2C digital/tech environment
- A passion for design and think outside the box to optimize growth opportunities
- A creative storyteller, bursting with ideas and creativity and with the ability to amplify your ideas using an appropriate channel mix
- Experience with successfully running influencer campaigns
- Strong editorial skills and are a great communicator
- Ambition; want to grow your career and marketing knowledge
- Team player, proactive and know how to contribute and make an impact
- Pride yourself in being creative and know how to build awareness and brand equity
- Incredibly hard-working, a self-starter, hands-on and keep cool under pressure
- Results-driven and understand the importance of reporting on performance
- Bachelor's or Master's degree in Marketing or similar
- Fluent in German and English

Our offer

- Work in a young and experienced startup environment
- High degree of autonomy
- All the latest tech you need
- Skip the commute and work from home once a week
- Flexible working hours
- Room for personal and professional development
- Competitive gross salary at a minimum of € 45,000 (based on 40 h/week). Our final offer will depend on your skills and experience.

Sound good? Apply for this position and join our team!

Submit your application and CV (English or German) and if available: Work Portfolio and LinkedIn via email at hello@brickwise.at