

Email Marketing Manager (m/f/d)

Part-time position (20 hours per week)

Starting asap at gestalten headquarters in Berlin

gestalten continues to actively reimagine the way we approach publishing. With our extensive range of titles, we not only seek to enhance and to enrich our reader's lives but to continually engage with the surrounding creative landscape.

Our origin story began with a focus on the aesthetic, particularly that of graphic design and, over the last two decades, the scope of both our content and our expertise has widened. Today, using a myriad of observations of culture, people, art, and other intimate, inspirational informants, we document and anticipate vital movements in architecture, visual culture, design & fashion, escapism, food & beverages, travel, and contemporary art.

We are currently looking for a Email Marketing Manager (m/f/d) to join our growing marketing team. Together, we develop sustainable strategies and innovative email marketing concepts to improve customer activation and customer loyalty along the customer life cycle. You work closely with our content, PR, and sales teams and report to the Head of Brand.

Your profile:

- You have a degree in marketing, media, communication or similar qualifications
- You have 2+ years of relevant work experience in email marketing and experience with online media
- You can think in audiences and to create user-centered content
- You have excellent knowledge of common marketing automation tools (MailChimp) and analysis tools (Google Analytics), as well as good SEO and SEA knowledge and HTML skills
- You have very good analytical skills, an affinity for numbers paired with a hands-on and team-oriented way of working
- You are interested in creative culture and have an eye for well-designed layouts that speak to our audience
- You are fluent in English and German, both written and verbally, French would be a plus

Your tasks and responsibilities:

- You develop high-performance B2C and B2B newsletter campaigns based on our quality content
- You design customer-oriented newsletters (text, graphics, audio/video) and take over implementation and dispatch
- You edit target groups and maintain and extend the pool of subscribers
- Together with the colleagues who manage the online platforms, you will develop content strategies across all the digital channels we use to reach our customers best
- You monitor KPIs, create monthly, quarterly and yearly reports and evaluations, and identify potential for optimization possibilities

We offer:

- A permanent position from the first day of employment
- A wide range of interesting topics, space for initiative and inspiring exchange with 35 wonderful colleagues
- A small, international team that values respect, transparency, pragmatism and collaboration
- An office conveniently located in the vibrant the heart of Berlin-Kreuzberg
- The opportunity to mutually agree upon your regular working days and hours before the start of employment.

We are looking forward to receiving your application including your earliest possible starting date via email to work@gestalten.com. The subject line should read „STAFFx EMail Marketing Manager“.