



Digital Marketing Manager (m/f/d)

Starting Date: August 2021

Full Time

The Role

As Digital Marketing Manager at peaq you'll have two main responsibilities; to nurture and maintain our digital presence, and to drive growth, awareness and demand for our products. We are looking for someone who strives to own this role and make it theirs.

You will work with a wide range of teams including design, product, sales and the founders to build and optimise a marketing strategy which is anchored in peaq's business objectives and overall vision. You will work especially closely with our CMO and creative team.

We are a team of hungry entrepreneurs and engineers driven by the opportunity to positively shape our collective future. We have the technology, the team and the timing to decentralize businesses, markets and even economies, creating more open, sustainable and inclusive ways of living and working.

If you identify with the above, you're not just looking for a 9-5, and are ready to take complete ownership of this position - we look forward to hearing from you.

Minimum Qualifications

- Experience, solid understanding and passion for blockchain and cryptocurrency. You need to understand what we're doing and why.
- 3+ years experience in digital marketing for a technology company.
- Demonstrable ability to drive sales of software products and grow online following for B2B businesses.
- Ability to wear the 'editor's hat'. Impeccable English copywriting skills. Ability to edit and proofread articles, blogs and posts and manage in-house/freelance/agency writers
- Great grasp of Analytics, SEO, Website Building + all relevant tools.
- Experience researching, creating, measuring, analysing and optimising campaigns across all major social networks, for business.
- Organised and punctual.

- Degrees are not a prerequisite. Show us why they don't have to be.

Preferred Qualifications

- Fluent in German with great writing skills.
- Experience (the more the merrier) in the blockchain/crypto industry.
- Experience with WebFlow.
- Experience with MailChimp.
- Exceptional communication skills and ability to communicate and organise tasks across departments.
- Experience managing teams and agencies (internal and/or external).
- Understanding of the Internet of Things.
- Experience with social networks beyond the 'big 5', ex. Telegram, WeChat, Discord.

Responsibilities

- Maintaining all social channels / public digital persona, to keep all stakeholders up to date and involved with peaq's progress and direction.
- Researching, planning and executing digital marketing campaigns in monthly and quarterly cycles.
- Testing, iterating, evaluating, reporting and measuring results of campaigns for continuous improvement of conversion rates across multiple channels, improving reporting as necessary. Holding yourself accountable to your own high standards.
- Coordinating and creating content per channel, audience and campaign type.
- Organising and collaborating with the rest of the marketing team on the company's web presence to help drive conversion optimization.
- Partnering with external PR agencies to drive content pieces across various channels and managing the mix of paid and organic acquisition.



What we offer

- The opportunity to contribute to innovative projects in a new and exciting industry that has the potential to positively shape our world.
- A leading position working and hand in hand with the founders.
- High growth potential. Room to build a team.
- Warm and open corporate culture at an international company with many different nationalities.
- An environment that values freedom, autonomy, team spirit and open communication.
- Flexible working hours.
- Decentralized (remote) working possibilities.
- Office space in the heart of Berlin and Potsdam. More offices will be opened soon across Europe.

We look forward to working with you.