

Head of Marketing | CMO

About Waymate

How do you feel about today's travel planning? It kinda sucks, doesn't it? Don't you agree that it's missing creativity, simplicity and cool features? Don't you think it's time to disrupt the travel market with new products? If yes, read on.

Waymate will change travel planning as we know it today. We'll shape the future of travelling. We'll make it fun, social and creative. Both Web and Mobile. We believe in making digital products more human, more personal and more awesome. We have a lot in our pipeline. Now we need the best Head of Marketing to join our team!

You'll be working with some of the most talented people in their fields. Waymate was the winner of the „1st Smart Mobility Challenge“ and was nominated as „European Startup of the Year“, „Best Travel Technology Solution“ and „Best Web App“ at various awards. Ready to kick ass in the travel industry?

Your Role

You are in charge of Waymate's global marketing strategy. You know all about building up a new brand and introducing new products. Attracting innovators, early adopters and the early majority via different channels is your mission. You have the passion and will to tackle consumer markets. You are creative, fun and a people person. You do everything from executing and driving online/mobile/offline campaigns, to overseeing branding, social media and advertising. You'll build up your marketing team. You have a great track record in marketing, and you're really passionate about improving travel products. You enjoy metrics and are experienced in using data to make better marketing decisions.

You will be based at our awesome headquarters at Rosenthaler Platz in Berlin.

Responsibilities

- Develop a very smart and highly creative marketing strategy
- Efficiently manage our marketing budget and allocate resources appropriately
- Build up your marketing team
- Perform detailed analysis on competitors, markets, customer segments, channels and strategic positioning
- Generate awesome campaigns across all channels aimed at winning new users and retaining existing ones
- Work closely with the PR manager to develop a media strategy across multiple channels
- Work closely with the SEO Manager and optimize Waymate's position in web search
- Develop email marketing strategies to engage and retain users
- Analyze data from metrics and KPIs that you'll set up, use this data to make informed marketing decisions and report to CEO
- Build and maintain key relationships with partners, media and others
- Assist with testing the app prior to launches, including talking to testers/users and gathering and recording feedback

Requirements

- Masters degree required, marketing major is a plus
- 6+ years experience with at least 2 years exp. in a senior management position
- Native level German skills is mandatory, perfect level of English
- Deep knowledge of successful marketing strategies across various channels, and understanding of why they have succeeded or failed
- Demonstrable experience in using different marketing channels to drive growth
- Strong planning and analysis skills in both marketing and competitive strategy
- Experience and ability in building and managing teams
- Strong understanding of Social Media products and how they can add-value
- Proven track record in effectively developing and improving an online brand
- Proven success in executing both small and big projects with allocated budgets
- Ability to plan and execute at both strategic and operational levels
- Results-focused; ability to set targets and measure results and their effectiveness
- Significant experience of working with press, journalists and other media outlets
- Team player who loves being part of a team, but who can also work independently and with plenty of initiative

What we offer

- Working with a very successful & highly motivated team
- Attractive workplace in the heart of Berlin
- Creating a unique product, changing the world of travelling
- Flat hierarchies, great career opportunities
- Competitive remuneration package
- Starting immediately

Summary

We're looking for doers and makers. People with a real passion for what they do, and a desire to change the travel industry, for the better. We have a great office space in the centre of Berlin's "Silicon Allee" (incl. a pretty nice sun terrace with a paddling pool), an incredible team and a fascinating product with bags of potential. Are you're up for a strong team of top people with great execution? If yes, we want to hear from you!

Send us your CV & tell us why you'd be the best person for the job - jobs@waymate.de