

Performance Marketing Manager

(f/m/d – Full-time or part-time - Munich)

At Bloom, we live and breathe digital in an everchanging business environment. We combine passion in developing business and marketing strategies for a digitized world with a strong entrepreneurial spirit

Our approach is entrepreneurial: driven by individual passion and a strong bias towards business impact. With our strategy consulting teams and our technology teams in Munich and Berlin we are redefining consulting. We do not just deliver projects; we help global brands building digital businesses. We are substantially growing our teams of consultants, industry experts, entrepreneurs, product designers and developers in Munich and Berlin in the coming years.

YOUR CAREER AT BLOOM PARTNERS

At Bloom we believe that working closely together with great team members is the best foundation to deliver exceptional value for our clients. Our culture and our people are essential to archive this goal. At Bloom Partners you will take over responsibility from day one. As a Performance Marketing Manager, you are part of our digital activation and venture building team. To test and grow digital services and businesses for our clients is your top priority. By that you are playing a vital role to ensure that our clients deliver exceptional value to their consumers.

Other aspects of your role are:

- Be fully integrated in our team from day one on projects for leading global brands;
- Assemble and align product plans, coordinate target projects (with focus on content marketing);
- Establish digital marketing campaigns from planning to execution and beyond to meet key growth metrics for our clients within our venture building projects;
- Allocate budgets, analyze and recommend modifications to ad spends;
- Constantly optimize marketing activities to improve potential return on investment for our clients
- Present results and support in creating client presentations and workshops;
- Support project management for large-scale entrepreneurial and transformational projects;
- Promote team efficiency and effectiveness by performing operative and strategic tasks;
- Support business development initiatives across various sectors

YOUR PROFILE

The successful candidate is ahead of the curve in digital transformation, has a degree in Business Administration, Marketing, Communications or similar, and already has a track record in performance marketing from digital agencies, (grown-up) start-ups or digital marketing units of large corporates. In line with our values at Bloom Partners, you are an excellent fit for us if you combine the following traits:

- Previous experience (i.e. Internship) in consulting, marketing, social media, or start-up environment
- Profound experience with performance marketing tools, i.e. Google Analytics, Facebook Ads, Instagram Ads
- Proven analytical, problem-solving and decision-making skills paired with an infectious positive can-do attitude
- Ability to juggle between multiple projects, prioritizing, and meeting deadlines, while staying focused
- Desire to take up an entrepreneurial role at a fast-paced, growing company
- Fluent in English and German

WE ARE EXCITED TO HEAR FROM YOU!

PLEASE SEND YOUR APPLICATION RECRUITING@BLOOM-PARTNERS.COM