

User Acquisition Specialist (gn)

Stellenanbieter: Too Good To Go GmbH

1. **Mission:** At Too Good To Go, we have an ambitious mission: to inspire and empower everyone to fight food waste together. 40% of all food produced is wasted. This has a significant impact on our planet - 10% of GHG emissions, to be exact.
2. **Product:** Our solutions tackle food surplus holistically. Our B2C marketplace app connects businesses that have unsold, surplus food, with consumers who can buy it at ½ of the price. We also launched an AI-powered surplus food management solution to help retailers combat food waste.
3. **Scale:** We're growing fast: Our community of 118 million registered users and 246.000 active partners across 19 countries, have together already saved 443+ million meals from going to waste - avoiding over 1.198 million tonnes of CO2e!
4. **Impact:** We are a certified B Corp social impact company. Too Good To Go was named in Fast Company's list of the World's Most Innovative Companies and World Changing Ideas. We are also TIME's 100 Most Influential Companies. Most recently, we won Apple's Cultural Impact Winner.

We're looking for an exceptional Global Performance Marketing Specialist to join the Global Performance Marketing team at Too Good To Go! You'll play a critical role in accelerating the growth of quality new users to the Too Good To Go app.

Your role and responsibilities

- You will be responsible for the digital media planning, buying, optimisation and reporting of performance marketing campaigns.
- You will be responsible for analysing the opportunities and optimising the plan using all available growth levers.
- You will use amazing local insights from our local teams, potent digital marketing thinking from global and your own ideas to develop world-class acquisition engines.

Specifically, you will also:

- Implement campaigns from start to finish. Using Meta, Google (UAC), TikTok, Moloco and more ad platforms/DSPs to reach the right audience, with the message at the right time to acquire users for our app.
- Innovate and Experiment. Using your ideas and those of your colleagues to raise the bar continually. This covers any element of your sphere of influence, as we're always keen to learn and improve, with a focus on testing new acquisition channels.
- Guide local marketing teams on budget allocation, creative testing, and strategic priorities to hit performance KPIs.
- Benchmark and forecast relevant country metrics across the channels and objectives.
- Share regular reporting that provides actionable insights into performance marketing for



senior stakeholders across the whole business.

- Collaborate with global and local teams to devise the best possible plans and strategies that will help us thrive together.
- Contribute to the creative briefing process and collaborate closely with our brand and local B2C teams to develop high-performing UGC assets for paid media.
- Identify and test new growth channels, formats, and strategies with a structured test-and-learn approach.

Requirements

- Hands-on experience in performance marketing in a mobile-first/app-first business or agency.
- Strong knowledge of Meta and Google Ads platforms, including experience with App Campaigns and engagement strategies.
- Passionate about the latest social media trends and the creative aspect of paid online marketing.
- Familiarity with MMP/BI/measurement tools such as AppsFlyer, Looker, Firebase or equivalent.
- Strong analytical skills with the ability to extract insights and take action quickly.
- A test-and-learn mindset - always curious and pushing for better.
- Self-starter energy: autonomous, organised, and outcome-oriented.
- Excellent communication skills and a team-first mentality.
- Passionate about sustainability and excited by our mission.

Our Values

- We Win Together
- We Raise the Bar
- We Keep It Simple
- We Build A Legacy
- We Care

What we offer

- A rare opportunity to work in a social impact company (and a certified B Corporation!) where you can see real and tangible impact in your role.
- Working alongside an international community of users, partners, and 1,400+ colleagues across 19 countries that are on the same important mission.
- Personal and professional development opportunities in a fast-paced scale-up environment.
- An inclusive company culture where you can bring your authentic self to work.

How to apply

- We take recruitment very seriously, so please carefully read everything we have written



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Umwelt macht Karriere

above. Please also check our website and international media to get a good overview of Too Good To Go.

- Please note that we only accept applications coming through our platform. No CV or Cover Letter will be accepted by email or LinkedIn direct messaging.

A Movement for Everyone

We want to inspire and empower everyone to fight food waste together. With that mission, it's only natural that we want to build a diverse and inclusive team of highly capable individuals who are passionate about doing things in a better way. We strongly believe we all excel and are more creative when we're allowed to be ourselves, and we're committed to a culture where all of us belong.

We are an equal opportunity employer and all employment is decided on the basis of qualifications, merit and business need. If you need reasonable accommodation at any point in the application or interview process, please let us know.

- **Arbeitszeit:** Vollzeit

Stellenanbieter: Too Good To Go GmbH

Köpenicker Straße 154A

10997 Berlin, Deutschland

Online-Bewerbung:

https://job-boards.greenhouse.io/toogoodtogo/jobs/6593602003?gh_src=cjiwtm203us

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