

B2C Marketing Specialist (gn)

Stellenanbieter: Too Good To Go GmbH

At Too Good To Go, we have an ambitious mission: to inspire and empower everyone to fight food waste together. More than one third of all food produced in the world is wasted. And that has a huge impact on the health of our planet. 10% of greenhouse gas emissions come from food waste and loss.

Through our marketplace app, we connect businesses that have unsold, surplus food, with consumers who can buy and enjoy it at 50% of retail value. We are a certified B Corporation with a mission to empower everyone to take action against food waste. Alongside our marketplace app, we create educational tools, explore new business solutions, and influence legislation to help reduce food waste.

We're growing fast: Our community of 126 million registered users and 253,000 active partners across 19 countries, have together already saved 483 million meals from going to waste - avoiding almost 1,304,000 tonnes of CO₂e! In 2023, Too Good To Go was recognised on Fortune's acclaimed 'Change the World' list, named as one of Deloitte's 'Best Managed Companies' and won a coveted 'Cultural Impact Award' at the annual Apple App Store Awards. We're proud of what we've achieved so far, but did we mention the issue is huge? We always want to raise the bar and that's where you come in:

B2C Marketing Specialist (gn)

Your mission

We are looking for a motivated and results driven B2C Marketing Specialist to join our German Local Marketing Team at Too Good To Go. The primary goals of this role are to drive measurable growth across key B2C marketing channels, including email, push notifications, paid ads and social media, and enhance brand awareness. If you are passionate about data driven marketing and are eager to work for a company having an impact on the planet, we want to hear from you.

Responsibilities

- Drive measurable increases in KPIs via B2C channels such as CRM, social media and paid ads.
- Generate actionable insights from CRM, paid ads, social media, and campaigns to improve outcomes.
- Support the development of quality brand awareness in the German market by helping to plan and execute local campaigns and localise global campaigns.

- Work efficiently by adopting and adapting proven ideas from other markets and sharing local successes globally.
- Create content for use on social media and in paid ads.
- Assist with the ideation, execution, and analysis of regular marketing campaigns aligned with strategy and KPIs.
- Collaborate with the Key Accounts team for B2B2C marketing activities.
- Utilise tools like Looker, Braze, SproutSocial, Meta/Appsflyer to evaluate campaign and channel performance.
- Identify opportunities for channel optimisation and increased ROI.

What We're Looking For

- Experience within B2C marketing and solid understanding of B2C marketing channels, including CRM, social media, and paid ads, and how to analyse results
- Experience working in a data driven environment where you analyse how your campaigns impact the bigger picture results, and learn from testing
- Experience in grocery retail, tech, online marketplace or food & beverage companies preferred
- Excellent written and verbal communication skills in both English and German
- Experience in campaign planning
- Strong organisational skills
- Basic content creation and editing skills (e.g. Canva, Adobe Express).
- Experience in using social media scheduling, CRM and analysis tools
- Knowledge of consumer behaviour and customer centric thinking
- Experience with ATL channels (e.g., OOH, TV) and influencer marketing is a bonus
- Keen eye for detail, and proficiency in briefing and reviewing creative content
- Strong drive to positively engage consumers, in an audience centric manner
- A desire to help make a positive impact on our planet and society

Benefits

- A rare opportunity to work in a social impact company (and certified B Corporation!) where you can see real and tangible impact in your role.
- Working alongside an international community of users, partners and 1,450+ 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
- A strong, values-driven team culture where we celebrate successes and socialise with colleagues that care.
- Work Flexibly
- Enjoy hybrid working from our great offices, at home or abroad.
- Extra parental leave and days off beyond local legislation and the option to take an extra week of unpaid leave
- Health insurance and pension plans (subject to country of employment).

- Additional days off for significant life events
- Celebrate & Socialise
- Regular social events like summer and winter parties.
- Coffee, snacks and fully-equipped kitchens.
- Get to know our community with a monthly free Surprise Bag
- Paid volunteer time through our Shareback volunteering programme
- Women in the Workplace, P.R.I.D.E., People of Colour and Functionally Diverse Employee Resource Groups

Our values

- We win together: Food waste is a big beast to fight. We believe in a #oneteam.
- We raise the bar: We always push for more. We work smart, smash barriers and elevate one another.
- We keep it simple: Our ambitions are bold but our solutions are simple.
- We build a legacy: We're proud of the change we're driving.
- We care: We always look out for each other. Caring is also about the way we do business. We do the right thing.

How to apply

- We take recruitment very seriously, so please carefully read everything we have written above. Please also check our website and international media in order to get a good overview of Too Good To Go.
- Submit your CV and Cover letter in English.
- 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.

#LI-AO1

#LI-Hybrid

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.

- **Anstellungsart:** Festanstellung

- **Arbeitszeit:** Vollzeit

Einsatzort: 10997 Berlin / hybrid, Deutschland

Stellenanbieter: Too Good To Go GmbH

Köpenicker Straße 154A
10997 Berlin, Deutschland

Online-Bewerbung:

https://job-boards.greenhouse.io/toogoodtogo/jobs/6686610003?gh_src=vfhb5ex53us

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greenjobs.de-Adresse dieses Stellenangebots: <https://www.greenjobs.de/a100147588>