

Global Performance Marketing Manager (gn)

Stellenanbieter: Too Good To Go GmbH

? **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.

? **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.

? **Scale:** We're growing fast: Our community of 132 million registered users and 259.000 active partners across 19 countries, have together already saved 512+ million meals from going to waste - avoiding over 1.383 million tonnes of CO2e!

?? **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 (gn)

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 Google, Apple Search Ads and Programmatic ad platforms to reach the right audience, with the message at the right time to acquire users to our app.



- Update, Maintain and improve our AppStore & Google Play placements across 20+ geographies.
- Innovate and Experiment. Using your own ideas and those of your colleagues to continually raise the bar. 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 the local marketing team on the right budget levels, creative needs and any new innovative ideas that can help drive performance vs KPIs.
- Benchmark and forecast relevant country metrics across the channels and objectives.
- Share regular reporting that provides insights into digital marketing performance for senior stakeholders across the whole business.
- Own the creative briefing and delivery for global paid media digital assets. It requires a strong collaboration with the creative and brand teams.

Requirements

- Experience and Knowledge of app marketing is a must. You have managed paid acquisition budgets, implemented successful ad campaigns from start to finish and set-up a process to continuously improve them.
- Work experience on Google App Campaigns, Apple Search Ads and ASO. You know the constraints and intricacies of those platforms, audiences and creatives have no secrets for you.
- Knowledge of Programmatic platforms such as Moloco, Appier, etc.. is a plus.
- Familiarity with analytics & BI tools. You're comfortable leveraging analytics to optimise the performance of your campaigns and you're able to find key insights in a sea of data.
- Pragmatic mindset. You're passionate, hands-on & autonomous. You take initiatives to get the job done, no matter how hard the problem seems.
- Highly analytical. You're at ease with numbers and sifting through metrics & reports doesn't frighten you.
- Team Player. You have good communication skills and the ability to translate unclear ideas into tangible actions and measurable objectives.
- Eco-conscious. You're truly passionate about sustainability and fighting food waste as you know the urgency of change and action for the planet.

Benefits

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.

Bewerbungsprozess

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 to get a good overview of Too Good To Go.
- Please note that we only accept applications coming through our platform by clicking on the "Ich bin interessiert" Button. No CV or Cover Letter will be accepted by email or LinkedIn direct messaging.

Job Ref: #LI-CT1

#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: Berlin / hybrid, Deutschland

Stellenanbieter: Too Good To Go GmbH
Köpenicker Straße 154A
10997 Berlin, Deutschland

Online-Bewerbung:

https://job-boards.greenhouse.io/toogoodtogo/jobs/7525373003?gh_src=z6hdt6k33us

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greenjobs.de-Adresse dieses Stellenangebots: <https://www.greenjobs.de/a100148962>