

Senior Partner Marketing Manager (gn)

Stellenanbieter: Too Good To Go GmbH

At Too Good To Go, we have an ambitious goal: to inspire and empower everyone to fight food waste together.

More than 1/3 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 for a great price. We are a certified B Corporation with a mission to inspire and empower everyone to take action against food waste together. Alongside our marketplace app, we create educational tools, explore business solutions, and influence legislation to help reduce food waste.

We're growing fast: Our community of 132 million registered users in 20 countries has already saved more than 512 million meals from going to waste - Too Good To Go was named as one of the Winners in the '2023 Cultural Impact' category at the prestigious annual Apple App Store Awards, for its exceptional user experience and profound cultural impact on society.

We look for talented people with diverse backgrounds to join our team. Right now, we're recruiting a

Senior Partner Marketing Manager (gn)

to join us in Berlin.

As Senior Partner Marketing Manager (gn) you will be part of our international, multidisciplinary Marketing community, with a focus on Germany. You will play an integral role in our mission to reduce food waste by driving shared partner marketing activities with our most impactful partners that engage and motivate consumers to download and use the Too Good To Go app. You will collaborate closely with the Key Accounts team, to build and strengthen relationships with our partners' internal marketing teams, getting buy-in for co-branded campaigns and activations, while also supporting the business development in reaching and winning new partners.

Your Role

Reporting to the Head of Partner Marketing (Central Europe & UK/IE), you will be responsible for consumer & partner facing marketing campaigns with our biggest and most prominent Key Account & FMCG partners as well as driving acquisition of new partners through B2B initiatives.

Aufgaben

Strategic Focus

- Own partner marketing strategy and delivery in Germany (B2B2C and B2B), including new partner acquisition and growth with existing partners.
- Strong understanding of strategic touchpoints, both Too Good Go To-owned and partner-owned (e.g. CRM & POS, ...).
- Manage the local partner marketing budget.

Impact

- Deliver impactful B2B2C partner marketing campaigns to boost consumer demand KPIs (New Registered Users, Meals/Parcels Saved).
- Leverage global tools for local opportunities and elevate global performance (e.g. localising global campaigns, templates & assets)
- Support cross-market (DACH) with major key account & FMCG partners.
- Approve co-branded assets from commercial teams to maintain on-brand external representation.

Stakeholder Management

- Develop and strengthen relationships with key marketing stakeholders of Top Tier partners.
- Collaborate with the Head of Key Accounts & Parcel Partner Managers to identify opportunities and prioritize activities.
- Collaborate with B2C, PR, public affairs, global partner marketing, and creative teams to maximize campaigns and events.
- Contribute to the international learning loop for continuous optimization.

Industry & Own Events

- Own local B2B event strategy & implementation.
- Manage planning and execution of a Too Good To Go Partner Advocacy event.
- Manage partner-focused presence at relevant industry events and conferences.

Data & Analytics

- Track, measure, and evaluate marketing activations for data-based conclusions.
- Define & measure success of Partner Marketing programs and ensure ROI.

Anforderungen

Working Style & Cultural Fit

- Solution-oriented, self-starter, with a drive for continuous optimization.
- Strategic thinker, hands-on, and results-oriented.
- Proactive and collaborative in a fast-paced, international matrix organization.
- Passion for sustainability and the mission to save food.
- Thrives in a fast-paced, change-driven environment
- Fluent in German with excellent presentation & communication skills (written and verbal).

Experience

- Experience in online marketplace, grocery retail, tech, FMCG, or F&B companies.
- Experience in Project Management & Trade Marketing is essential
- Experience in Event Management is a plus

Expert in Partnership Development & Management

- Excellent interpersonal, presentation, and communication skills, with a track record of influencing senior stakeholders.
- Strong drive to engage partners and consumers.

Proficiency in Brand Activation

- Proven track record delivering successful integrated Partner Marketing campaigns (B2B2C and B2B)
- Keen eye for detail, proficiency in briefing & reviewing campaign assets, and a sense for design.
- Possess a strong sense for design, visual language, and on-brand writing.

Proficiency in Task & Project Management

- Experience in leading key projects.
- Strong planning, analytical, organizational, and multitasking skills.
- Strong prioritization skills to manage multiple campaigns and initiatives effectively.
- Strong cross-collaboration skills, managing projects and stakeholders across multiple teams and functions.

Proficiency in Data Analysis

- Affinity for numbers and data analysis.
- Experience with performance data from Partner Marketing campaigns to drive insights.

Benefits

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.

What we have to offer

- 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 1,500+ colleagues across 20 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.

Benefits

- 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

Bewerbungsprozess

- 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 by clicking on the "Ich bin interessiert" Button.
- 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-LO1

#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/7524032003?gh_src=qjk6kgb13us

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greenjobs.de-Adresse dieses Stellenangebots: <https://www.greenjobs.de/a100148963>