



## Junior TV and Offline Marketing Manager (m/f)

wirkaufendeinauto.de is the biggest company for buying used cars in Germany with over 100 branches in Germany



Ambition for innovation and change



Focus on service, quality and reliability



Passion for the automotive sector



More than 800.000 visitors per month

### What the role will involve:

- Marketing Management – You will participate in developing marketing strategies and creative concepts to help us grow our current and future markets
- Supplier Management – You will liaise with different media networks and agencies across Europe, supporting our regular TV & offline media planning
- Buying Management – You will monitor our campaigns to make sure they are running timely and correctly
- You will support the booking, invoicing and reporting processes
- Data Analysis – You will analyze complex data sets to discover vectors and performance patterns that would lead to campaign optimization
- Opportunity to work on exciting international TV and offline marketing projects

### Your personal skills to succeed:

- A degree in business, marketing or other relevant field
- Ideally you have already gathered first experience at a media agency or a fast moving start-up / digital brand
- Strong interest in offline marketing and media planning and the most important KPIs
- You are an analytical thinker and you would like to pursue a career in a data-driven environment
- Excellent spoken and written English and preferably an understanding of German

### Are you ready to take your career to the next level?

Then please send us your CV to:

✉ jobs@wkda.de @ www.wirkaufendeinauto.de/jobs/

#### Your contact:

👤 Aileen Arndt

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