





**FLOYT**  **BILLIGER-MIETWAGEN.DE**  **CARIGAMI**  **CamperDays**



Cologne



Full-time employee

With plenty of scope and creative freedom, you will take responsibility for customer acquisition, brand development and user loyalty for our brand. You will actively shape the future of the marketing department and the expansion of our market position.

## HEAD OF MARKETING (M/W/D)

### YOUR TASKS

- Strategic orientation: Develop and implement customised marketing strategies for our brands billiger-mietwagen.de and Carigami
- Team leadership: Lead your team with passion and build a strong marketing culture
- Forecasting: You are responsible for the creation of forecasts and budget planning
- Campaign management: Plan and implement creative marketing campaigns across all channels
- Brand development: Ensure a consistent and strong brand presence
- Collaboration: Work closely with other teams such as Product, BI, Customer Excellence & Legal to grow together.

### WHAT WE OFFER YOU

- A broad and exciting range of tasks with the opportunity to actively contribute and realise your vision and ideas.
- Exciting development opportunities and a training budget
- attractive benefits such as Urban Sports Club, company pension scheme, mental health coaching, discounts and more

### ABOUT YOU

- Marketing enthusiast with a passion for digital trends

- Degree in marketing, communication sciences, business administration or a comparable field.
- Several years of experience in leading and developing interdisciplinary marketing teams
- Proven success in the development and implementation of marketing strategies
- Sound knowledge of cross-channel marketing (SEA, SEO, affiliate, social, CRM,)
- Excellent analytical and strategic skills combined with a creative mindset
- Excellent communication and presentation skills in German and English.

**Would you like to help us achieve further success and develop yourself further?**

Then apply now, including your salary expectations and starting date.

We look forward to hearing from you!

[Apply now](#)