



## CAMPAIGN & PERFORMANCE MARKETING MANAGER (f/m/d)

You want to work in a hardware startup to become part of something exceptional? You want to be part of a team that brings innovative technology to market? You want to work on products that make the lives of photographers easier every day? Then join our team.

### THE OPPORTUNITY

Over 250.000€ on Kickstarter and Indiegogo. With our newest product “UNLEASHED” Foolography became one of the most interesting hardware startups in Berlin, moving the worldwide photography market forward. Working on the UNLEASHED and with many more exciting products in the pipeline, we want to build a strong team willing to not only build high quality gadgets for photographers, but also help move the dusty photography market into a bright future: Improving how you shoot photos, optimizing photography workflows and providing new opportunities to be creative.

For our team in Berlin we're looking for a **Campaign & Performance Marketing Manager with a fix plus performance based salary.**

Foolography is a small hardware company in the heart of Berlin, founded in 2009. Keeping a startup mentality allows us to focus on creating extraordinary products for promising niche markets. Our mission has been to provide intelligent solutions to equip photographers all around the world. Our objectives along the way: building tiny, perfected products and apps that are fun to use and letting as many photographers as possible know that our products are available to them.

### WHAT EXCITES YOU?

- Sharing ideas and dreaming big
- Learning and getting to know new topics
- Concepting, planning and realising solutions for any kind of problem
- Great marketing and advertisement
- Numbers, data, reports and graphs
- Optimizing things for their best performance
- Making things possible when others say they're impossible

### WHAT IT TAKES TO SUCCEED?

- Understanding target groups and have an overarching view on all single touch points of the customer journeys
- 2+ years experience in operative and strategic online marketing with a deep understanding of performance marketing

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- Being able to define, create and optimize campaigns for Facebook and Google
- Owning the acquisition funnel on every stage from the first contact to activation by testing new campaigns and hypothesis systematically
- Proficient understanding of Google Analytics, the Tag Manager and UTM
- Strong sense of responsibility as well as a drive for excellence and details
- Excellent written and verbal communication skills in German and English

#### WHAT WE OFFER :

- Be an essential part of something new and big
- Help revolutionize a niche market that is in need of game-changing products
- Create things photographers all over the world will use on a daily basis
- An attractive salary model with a fixed base amount plus a variable part proportional to your performance
- On top of that, we love to go to meetups, conferences and try out the newest taco store

#### WANT TO JOIN US? GO AHEAD AND APPLY!

If we've sparked your interest we're looking forward to a short application with CV and an overview of grades. Please send this, including the internal reference number [**CPMM201**], to us via email to **job@foolography.com** and we'll get in contact with you for a personal interview.

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