



Marketing Executive, Berlin
(m/f/d)
German/ English

About yes&

yes& is a creative & innovation consultancy. We specialise in communications & strategy, combined with digital product creation. By combining beautiful design, accurate data & the right technology, we help our clients achieve growth. We form partnerships with our clients through a desire to always build & improve.

We value our people & invest in them through offering excellent benefits, competitive salaries, & superb career development opportunities. We recognise & reward hard work. In return, we expect our people to bring the commitment; drive & talent to add significant value to our company.

The Role

Are you passionate about bringing creative ideas to life?

We are currently looking for a Marketing Executive to join our Marketing team & be based in our Berlin office, Germany. You will be required to oversee several accounts & be responsible for developing, delivering & managing effective marketing plans which offer outstanding results, along with building & maintaining strong relationships with tenants.

The role, based in Berlin, Germany, will report into the CEO in Dublin, Ireland.

Main Responsibilities

- > Managing a portfolio of retail centre accounts & responsible for their growth
- > Developing & maintaining strong tenant relationships, including attending on-site client/tenant meetings, collating retailer offers, news & campaign feedback
- > Tenant liaison (responsible for collating retailer offers, news & campaign feedback)
- > Formulation of creative marketing strategies & management of delivery across several schemes, including on-site event management (travel required)
- > Plan & execute all digital marketing strategies across a portfolio of retail parks - including social media & display advertising campaigns
- > Websites & social media management - source & create regular content to ensure all digital platforms are up to date & delivered in a voice relevant to the centre
- > Event planning & management
- > Monitoring & reporting on the effectiveness of events & campaigns through analysing, interpreting & presenting results against KPIs
- > Budget responsibility, ensuring commerciality & ROI of all campaigns
- > Assistance in debt chasing & management of quotes
- > Liaise regularly with internal Creative & Marketing teams to create innovative ideas & deliver exceptional client service
- > Any other duties as assigned by the CEO

Education & Experience

- > University degree in marketing &/or business with a focus on marketing or equivalent degree or equivalent practical experience within a marketing environment, either agency or client side
- > Preferable 2-year experience in commercial role (Sales or Marketing) & knowledge about Marketing processes, strategies, & best practices
- > Knowledge of time management & prioritising is essential, as well as confidence in B2B marketing, marketing & SWOT Analysis
- > Fluent in German & English
- > Clean driving licence

Skills & Abilities

- > Enthusiasm - If you are not excited about our events, then you won't get our customers excited about them either
- > Excellent professional communication skills both written & verbal
- > Very good presentation skills
- > The ability to cope with pressure & work to tight deadlines
- > Marketing rationale; creative & outside the box thinking
- > Capable of recognising new business opportunities
- > Confidence to lead on tenant relations
- > Excellent organisation - & excellent team working-skills

Benefits

- > Development opportunities - support for further education & training
- > Career progression - we value our employees & promote from within the company
- > Flat hierarchy
- > Modern workplaces
- > Opportunities to travel to our European offices
- > Amazing parties & events
- > Discretionary days at Christmas

Salary: Dependent upon experience

Contract: Indefinite

Hours: 40 per week

To apply for this position, please e-mail your CV to: careers@yes-and.io

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