



(Junior) Online Marketing Manager (m/f/d)

Permanent employee, Full-time · Headquarter Munich

ABOUT US

Carly's technology is changing the automotive world. With our products we offer car owners the world's best solutions to gain more control and transparency over their cars. Join our passionate team in Munich to make cars around the globe more connected!

What is Carly?

Carly is a cartech company that connects car fans with the information hidden inside their cars. We provide simple solutions throughout the lifecycle of car ownership, focusing on car health and maintenance, car purchase and customization, while delivering peace of mind and empowering you to save time and money.

What is Carly's purpose?

To be the reliable solution for car fans globally, delivering control with powerful data and valuable insights.

What is Carly's vision?

We want to be the daily companion for all car fans worldwide for whom their car is more than just a mode of transportation. We combine deep car technology with consumer- and design-focused solutions to create the first international digital automotive brand, without even selling a single car.

Long-term we are going to give back control, democratize car ownership and bring transparency to an industry that has forgotten the consumer.

Be part of our driven team and conquer the automotive world with us!



Your mission is to boost customer acquisition and retention worldwide via CRM and Search Marketing all along the purchase funnel.

RESPONSIBILITIES

- Support the Online Marketing team at Carly regarding all CRM and Search Marketing activities:
- Copywrite, translate, design and build campaigns and landing pages.
- Publish and optimize video and blog content to get ranked on YouTube and Google.
- Find opportunities to create and optimize content for SEO and SEM.
- Develop new campaigns and one-time newsletters and continuously optimize campaigns in line with the CRM strategy.
- Help plan, execute, and track A/B tests.
- Own weekly reporting on all campaigns.
- Help with any additional online marketing efforts.

REQUIREMENTS

- >2 years of proven experience in online marketing
- Flexible, hands-on team player that takes on new challenges in a fast-paced environment.
- Attention to detail and well organized to handle several priorities.
- Analytical and numbers-driven mindset, passionate about KPIs, desire to dive deep to understand campaign performance and report accordingly.
- Fluent in English, any other language is a plus.
- Previous experience in CRM and Search Marketing advantageous, but not essential.

WHAT'S IN IT FOR YOU

- ✓ High impact and responsibility in a very successful and fast-growing company and brand;
- ✓ A highly talented, dynamic, extremely motivated team;
- ✓ Strong management team with proven track record in successful startups to learn from;
- ✓ A high learning curve with all the possibilities for personal growth and professional development;
- ✓ No walls, no limits, no bureaucracy just unlimited potential;
- ✓ A competitive compensation;
- ✓ The nicest and most international team in Munich;

Sounds intriguing to you? Find out if you are the right person to take on this challenge!
Contact us at job@mycarly.com