



MAPSTAR
EXPAND YOUR WORLD



Digital Marketing Manager (m/f/u)

Karlsruhe, Germany

This is Mapstar:

Our mission is for people to see the world as a place they can edit, build and play with. With Augmented and Virtual Reality, you can layer the real world with digital content anywhere. We are looking for motivated teammates. Support us as Digital Marketing Manager to create a new world.

Your Job:

Plan, create and execute our digital marketing strategy for

- App Store optimization (App Store and Play Store)
- Our social media accounts
- Marketing Ads (App Stores, Google Ads, Social Media)
- Influencer Marketing
- Growth-hacking campaigns
- Design and create social media posts and videos
- Design and create App Store screenshots, videos and ad campaigns
- Design and create website content
- Compile and monitor analytic reports for all digital marketing campaigns

Your Know-how:

- Here you can bring in all your strengths and create something new every day! For this we are looking for independent team players who take responsibility, think outside the box and for whom no challenge seems impossible.
- At least 2 years of previous work experience of online marketing
- Experience in graphic design
- Experience in marketing campaign analytics
- Good experience of social media platforms
- Experience with influencer marketing and App Store Optimization is a plus
- Experience in video creation is a plus
- Blogging experience is a plus
- Finished studies or apprenticeship with working experience (Agencies or startups)

Your Benefits:

- Become part of a team full of energy and the spirit to break existing rules and make really new things possible
- Bring in your ideas and abilities, take responsibility early and grow together with us. We have big goals
- Flexible workplace - adapted to your needs
- Flexible organization of your working hours
- Regular team events
- Exciting environment in a fast - growing startup
- Lots of creative freedom
- Direct and open feedback to learn quickly and develop yourself

Join us now!

team@mapstar.io