The BMW Foundation Herbert Quandt unites economic innovators, political decision-makers, leading scientists, and representatives of civil society in a global network.

Together, we transcend borders, cultures, and systems to advocate for innovations and sustainable changes that pave the way for innovative economies and resilient democracies. These efforts serve as the foundation for a more just and livable future.

We are looking to hire, at the earliest possible date, a full-time Marketing Performance Manager (m/f/x) to join the Communications & Narratives team at our location in either Munich or Berlin. The contract is open-ended.

Your tasks – What we are looking for

- Planning, implementing, and monitoring the marketing strategy and various campaigns on social media platforms and websites
- Developing and managing paid campaigns on social media platforms to maximize visibility and reach
- Identifying and evaluating target group segments to conduct targeted campaigns
- Monitoring, analyzing, and reporting the performance of social media campaigns and websites to identify potential for improvement, KPI monitoring, ROI optimization
- Continually monitoring and harnessing trends and innovations in social media and website optimization to be a step ahead
- Collaborating closely with internal teams (content creation, design, brand, data & Salesforce, programs) to develop compelling and effective campaign assets (graphics, videos, sharepics, etc.)

Your profile – What you contribute

- Completed studies in marketing, communication or similar discipline and relevant work experience (2–3 years min.) in managing social media platforms (LinkedIn, Instagram, X, Facebook, and YouTube) and websites
• Profound knowledge of SEO and standard social media platforms, analysis tools (Sprout, Google Analytics, or similar tools; Salesforce/Marketing Cloud is an advantage, but not a must)

• Solid experience in developing and implementing marketing strategies for social media and websites with a proven record of success, A/B testing

• Excellent analytical skills and the ability to interpret them in an action-oriented manner

• Ability to think creatively and to contribute innovative ideas to improve brand recognition and engagement

• Ability to effectively collaborate with different internal teams and manage external service providers

• Excellent written and verbal communication skills in German and English, with English being our language of communication – native speakers are encouraged to apply

• Strong organizational skills and the ability to work on several tasks at the same time and to translate thematically complex issues into comprehensible communication

Our offer – What you can expect

• A dynamic, international, and professional team working towards a more just and livable future

• An appreciative corporate culture, lots of responsibility, variety, and the opportunity for individualized professional and personal development

• Generous subsidy of eGym Wellpass and Deutschlandticket Job

• Flexible working hours, 30 vacation days/year, and the possibility to work remotely

• The opportunity to contribute to projects with purpose

• A competitive, performance-related salary

• An open-ended contract

Sounds good?

Please send your complete application (CV, motivation letter and certificates) to our external recruiting agency, Personalberatung im Norden – Kerstin Kraass, kerstin@kraass-pin.com. In the cover email, please specify your earliest possible starting date and your salary expectations. Please apply by 15 March 2024.

The BMW Foundation explicitly welcomes applications from all individuals regardless of gender, nationality, ethnic origin, religion/belief, disability, age, sexual orientation, and identity. Where qualifications are equal, preference will be given to people with severe disabilities.

For more information about the BMW Foundation and its activities, please visit our website at bmw-foundation.org and Social Media @BMWFoundation.