



Marketing Manager (m/f/d)

We at FOURSOURCE are building a unique and innovative fashion & textile global sourcing platform. The company is well funded through industry-near investors and driven by the absolute will to attack a 3-digit billion \$ global market problem. Our vision is to resolve the missing transparency in the highly fragmented fashion sourcing market. We provide the solution that enables all market players to massively speed-up their cycle time, be on-trend, and leverage their value proposition to their customers.

To pursue our ambitious growth and market strategy, we are looking for a **Marketing Manager (m/f/d)** at our headquarters in Berlin. You will be a part of an internationally and professional team directly reporting to our Managing Director.

Your responsibilities:

- Develop strategies and tactics to get the word out about our company, to existing users and new sales leads
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Be ahead on our overall content creation, social media posts, lead generation campaigns, copywriting and physical trade show organization
- Produce valuable and engaging content for our website that attracts and converts new users
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely
- Manage the development of marketing material, from website banners, online landing pages to hard copy brochures with our design team
- Measure and report on the performance of marketing campaigns,
- Analyze consumer behavior and adjust email and advertising campaigns accordingly

You come with:

- Demonstrable experience in marketing together with the potential and attitude required to learn
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate
- Solid knowledge of tools like Google Analytics and MailChimp is a plus
- Numerically literate, making sense of metrics and processing figures with spreadsheets
- A sense of aesthetics and a love for great copy and communication
- Up-to-date with the latest trends and best practices in online marketing and measurement
- BSc/MSc degree in Marketing or related field

We offer:

- A position with high degrees of responsibility and autonomy
- An attractive compensation package
- Plenty of room for personal growth, professional development and high impact
- A highly talented, dynamic, and international team
- Entrepreneurial experience in a well-financed, international company

Location: Berlin

We are looking forward to receiving your convincing application! Get in touch with us: jobs@foursource.com