

Role

Head of Marketing (f/m/d) in Frankfurt am Main

We are looking for a passionate marketer to join us on our mission to revolutionize the way people buy products. As our Head of Marketing, responsible for our overall madeone brand strategy including all brand related activities of our own consumer facing brand [hemade](#), you'll play a critical role in achieving our vision as a company. You will further develop and drive our brand strategy, planning and execution based on consumer insights, your knowledge and our business direction. You will be managing and operating marketing activities to grow our own B2C customization business for individual helmets on [hemade.com](#) as well as our B2B product ,Customization as a Service (CaaS)' [madeone.de](#) for clients from various industries. You are able to bring in strong leadership and contribute to the overall brand growth, acting as a key member of our management team, then let's talk about our custom future.

Your tasks

- Strategic brand management, strengthening the madeone (B2B) and hemade (B2C) brand images towards national and international business partners, clients and end customers
- Develop the future marketing strategy and ongoing content strategy for [hemade.com](#)
- Planning and implementation of targeted and efficient marketing and communication activities to fuel the growth of [hemade.com](#) (with a focus on digital incl. SEO, SEA, display, social and influencer marketing)
- Serve as subject matter expert across marketing channels and running the day-to-day
- Continuously dive deep into our marketing performance, to understand trends and identify successes and opportunities as well as forecasting future channel performance
- Hands-on involvement in SEO, SEA, content creation, event and e-mail marketing
- Defining B2B marketing activities based on our vision, strategically planning and executing communication in close collaboration with the management team
- Preparation of press information and positioning of our stories in international media, coordination of all press activities including interviews and presentations
- Organisation of international trade fairs and events, representing the brand and our company towards customers, press and business contacts
- Marketing budget responsibility, briefing and management of agencies and service partners
- Preparing and overseeing the company's marketing investments and returns

Our requirements

- A strong marketing background
- 3-5 years of work experience in Marketing, Digital Marketing or Brand Management with an emphasis on Growth or Performance Marketing (incl. start-up and/or digital agency work)
- Strong understanding of Search and other Performance Marketing measures to meet digital business goals with hands-on-keyboard experience
- Experienced in managing and optimizing digital marketing channels to deliver against both new acquisition and retention KPIs, minimizing cost per customer acquired while executing strategies to maximize revenue and customer lifetime value
- Strong analytical skills and comfort with getting your "hands dirty" operating our marketing activities
- Proven track record of working highly-collaboratively and cross-functionally, including with brand, creative and technical teams
- Excellent written and verbal communication skills, including presentations
- Self-starter with an innate curiosity and the commitment to test, learn, adapt and be agile in a constantly evolving environment
- Active team player
- Passion for madeone's mission to revolutionize the way people buy products

Our work environment

madeone is (still) a small but solid and experienced start-up organization. We are a growth company that looks for strong individuals to grow with it. madeone offers a competitive salary package, casual work environment, a diverse and inclusive culture, and the ideal platform for professional development. At madeone, every employee is a creative and business minded person. We unite diverse perspectives - digital designers, printing technologist and painters, coders and customer service experts - to share knowledge of customized experiences. Our space is not a creative office, it is not a hands-on custom workshop. It's both. We grow our teams steadily to make sure we are able to bring our mission to life.

About us

The madeone concept was born out of our own professional experiences with successful mass customization businesses at the Global Sports Brand Nike and our own start-up business helmade.com which has put a stamp on the world of customization experiences in a highly complex industry. Since 2015 the helmade customization service is revolutionizing the helmet industry by allowing helmet manufacturers to offer customized products to their customers. As a consequence we have brought to life madeone as our overarching company setup with helmade being our first portfolio brand and running business case. To us the future of products and services is custom. We are a team of fast living minds with true passion for design and individuality. madeone represents and offers 'Customization as a Service (CaaS)'. We are passionate about this business potential and believe all companies and brands should have the possibility to add a customization service to their existing product lines. We are no agency. We are offering our clients not only a one-of-a-kind frontend 3D configurator technology but we are positioning ourselves as a B2B or potentially B2C fulfillment partner for handling our clients' customization business. We invest in our teams and digital experiences, exciting new business models, production methods and inspiring concepts that drive the future of customization.

Contact

We are looking forward to your application including your CV and your salary expectations via mail to contact@madeone.de.

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Let's customize our future.