



Hi, we're Bike Citizens and we're looking for a full-time

Digital Expert in Customer Acquisition

in Graz.,

Sounds like you? You're just one bike ride away:

We're a team of 20+ running an award winning company in great charming offices based in [Graz](#) and [Berlin](#). We started out creating the world's first navigation app focused on urban cycling and being fully offline capable. The next big thing was the "Finn" smartphone mount. There's much more to come...

Bike Citizens is an independent company and we make our own rules. For example we decided to work only [four days a week](#), that means weekends start on Thursday evening!

Being a small team means that we highly value flexibility, ambition and experience with the technologies we have in use.

If you share the idea of promoting urban cycling, please read on for the key aspects of your role...

ONLINE

- You will set overall acquisition strategies to drive digital B2C sales growth
- You will develop strategies to enter new markets, create and lead the implementation of paid and unpaid media campaigns
- You will lead strategic execution of organic and paid search, affiliate, cooperation programs and new business sales
- You will monitor and report key metrics and develop immediate action plans to optimise campaign performance, drive marketing efficiency and better customer experience
- You will monitor the competitive landscape and best practices and pro-actively react to market actions and customer needs by improving plans and operational activities

Optional Tasks

APP

- Improving user experience and usability within user centered design methods
- Implementing quality control process for Bike Citizens digital solutions

You're an **ideal match** if you:

- Have long-term working experience in digital acquisition marketing
- Have deep channel expertise across the entire digital cross media marketing
- Bring an entrepreneurial spirit that enables you to thrive in a fast-paced environment while working within stringent timelines and balancing short term needs with long term company goals
- Have experience in strategic development and positioning of online and e-commerce activities
- Bring a creative spirit coming alongside with courage and motivation to rock Bike Citizens
- Are fluent in Business English, both spoken and written; further languages are a plus
- Are a positive and proactive person
- Want to keep learning and share your know how

Sounds like you? You are just on bike ride away.

Let's talk!

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Salary: The minimum salary for this position is set at € 1.900 gross/month. Your actual salary will depend on your experience, skills and contribution to Bike Citizens and is to be negotiated. Salary is offered for 36h base, no all-in-contracts.