

Marketing Manager (f/m/d) at BSDEX GmbH

Location: Berlin / Stuttgart / Remote

About Boerse Stuttgart Digital Exchange GmbH

We are Boerse Stuttgart Digital Exchange GmbH – we are building Germany’s first regulated trading venue for digital assets. Bitcoin has disrupted the conventional banking and stock exchange business and generated billions in value in shortest possible time. The underlying blockchain technology is revolutionizing the handling of assets along the value chain of the financial world.

We set high standards in transparency and security and offer a reliable framework for trading. In order to realize this ambitious endeavor, we are looking for new colleagues (f/m/d), who are willing to take on responsibility, who bring in a good portion of pioneering spirit and courage to accompany us on this path.

Your role:

- You are responsible to create client retention and client activation initiatives in marketing and product
- You are responsible to generate customer insights, analyse usage / behavioural data and derive meaningful marketing campaigns and feature suggestions from it
- You conduct customer segmentation and ensure we truly understand and analyse our user base
- You will join our marketing team and strongly collaborate with our product team
- You co-create content for customer engagement (for example in newsletters and push notifications)

What you bring:

- You are an experienced client retention professional with strong background in regulated industries such as FinTech
- You are highly analytical which enables you to distil the essence from data; further you are a creative spirit which enables you to find “wow-effect” solutions
- You derive your decisions from data, nonetheless you are bold enough to continuously experiment with new ways and methods to achieve your goals

- You understand the inbound marketing philosophy and aim to create meaningful relationships with our customers
- You ideally worked with relevant tooling such as braze before
- You constantly educate the team on latest developments in your field of expertise
- You actively contribute to a healthy team culture based on mutual trust and support and you are fun to work with :-)

We offer:

- Participation and ownership in building the missing piece of infrastructure in Europe to trade digital assets
- Access to resources and colleagues of Boerse Stuttgart and knowledge exchange / collaboration with other digitization projects within Boerse Stuttgart, namely Primary Market / Tokenization, Custody, BISON
- Become a shaper of our company culture
- We will have further perks here in the future ...

Sounds good? Please send us your CV/LinkedIn/Github (no need for a cover/motivation letter) to jobs@bsdex.de and we will get back to you in no time!