



**WE'RE  
HIRING  
NEW  
TALENTS!**

## **Junior Brand Manager – Marketing (m/f)**

### **ABOUT US**

We are Boerse Stuttgart Digital Ventures, a subsidiary company of Boerse Stuttgart GmbH. Our strategic objective is to invest in ventures forming the future of financing and investing. We drive the digitization strategy of Boerse Stuttgart, leveraging strong assets: the leading European stock exchange for private investors, a strong international network to SME companies for whom we provide liquidity services, an ultra scalable technical trading platform for on- and off-exchange trading, secure systems and the regulatory framework of a regulated market. All these assets are used to take financing of companies and trading of securities or investments to the next level. It is BSDV's mission to facilitate the digitization of market places and thus our investment value added goes beyond money.

### **ABOUT YOU**

You eat complexity for breakfast, have never met a challenge you don't like and strive towards delivering out of the box solutions. Optimization is your middle name and you don't stop until we are at the top of every hit list? If so, we are pleased to meet you!

### **JOB DESCRIPTION**

We are looking for a (Junior) Brand Manager - Marketing who is motivated to create a sustainable brand framework as well as kick-ass marketing campaign/strategy for our new ICO- and Cryptocurrency-Platform.

**Boerse Stuttgart Digital Venture GmbH**

Börsenstraße 4  
70174 Stuttgart  
Germany

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 **Boerse Stuttgart**  
Digital Ventures GmbH

# WE WANT YOU:

## Junior Brand Manager – Marketing (m/f)

**JOB-ID 3110031M002**

### RESPONSIBILITIES

- ☞ Develop and deploy a marketing strategy
- ☞ Create an amazing and sustainable brand framework
- ☞ Build, develop and implement all performance-based marketing activities
- ☞ Track, measure and report the success of all digital marketing activities
- ☞ Collect market intelligence and data to feed into our marketing campaigns
- ☞ Generate graphical content and design (e.g. for websites, social media, marketing campaigns and roadshows)
- ☞ Optimize the UX and UI on our websites and exchange
- ☞ Participate in the development of our overall marketing strategy in cooperation with business development, product and sales teams
- ☞ Collaborate with other team members and stakeholders

### SKILLS AND QUALIFICATIONS

- ☞ Bachelor's or Master's degree preferably in communications, media, marketing or related field
- ☞ Marketing experience, e-commerce, start-up or digital agency context
- ☞ Affinity to new technologies, tools, social media platforms and financial markets
- ☞ A deep knowledge of keyword optimization and a good understanding of search engine bidding strategies and implementation
- ☞ Proactive, reliable, responsible and accurate with an attention to detail
- ☞ Enthusiasm and self-motivation with a positive and professional approach
- ☞ Presentation skills and the ability to communicate in a confident way
- ☞ Business fluency in both German and English
- ☞ Excellent MS Office skills

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