

- Working Student (f/m): Data/ Audience Management -

About Retail Media Group (RMG)

We love what we do and believe that retail data is a better but first and foremost an important indicator for executing advertising campaigns. The Retail Media Group is the first multi-partner platform combining the customer data from category-leading retailers. Based on that RMG creates clusters for customized targeting. Our data partners are industry leaders such as MediaMarkt, Saturn, Real, Metro Cash & Carry, Thalia, Real and many more. With the variety of shopper data – online and offline - we are dedicated to empower our clients to use the data for online advertising in a more efficient way. Many international brands such as Samsung, McFit, American Express and Microsoft believe in our approach and work with us to optimize their marketing.

At the same time, we focus on assisting our retail partners – we equip them with the necessary tools for data-driven marketing and share our know-how in online advertising campaigns. By doing that we ensure their readiness for the new age of data. Our distinct expertise is the result of an exceptional mix of AdTech and retail market knowledge that we brought from our parent company CECONOMY (formerly METRO GROUP).

Only as a team we can be successful: become more creative, gain more presence in the market and above all: grow! Are you ready for your next challenge? Join our Berlin team as 'Data/ Audience Management Working Student (f/m)'

Your mission:

- Conceptualize and create audiences based on our partners' data
- Support the sales team with customer queries on new audiences
- Manage and maintain our data management platforms
- Monitor, analyze and optimize the performance of our audiences
- Create audience related sales documentation
- Continuously review and optimize our data quality

Your toolkit:

- You are a student of business, marketing, communications, data management or a similar discipline
- You have very good command of MS Office
- Your analytical and conceptual thinking are the basis for your work
- You have very good German as well as English language skills
- Entrepreneurial drive and the ambition to perform in a dynamic, fast-paced environment
- You are a very analytical and data driven out-of-the-box thinker with creative ideas
- You are a highly energetic, self-motivated and results driven person
- You have a structured way of working, logical thinking skills and you are able to obtain fast solutions while working independently
- Ability to get the job done, juggle multiple priorities, and pay strong attention to details

Our offer:

- The possibility to become a part of a trend-setting industry - experience und shape the progress of a new highly promising company
- Enjoyable working environment with room for new ideas and flexible working hours
- Fast decision-making processes with flat hierarchies
- As a corporate venture we combine corporate stability and funding with startup flair and speed
- Challenging and diversified tasks with ownership and responsibility
- Highly-motivated colleagues, international team, great team events, drinks and fruits to keep you hydrated & energized and obviously a kicker table
- Work closely with the founders and a team of top performers
- Valuable insights into entrepreneurship and the Berlin start-up scene
- Great development and career opportunities
- A unique and amazing office in the heart of Berlin

Interested?

Together with you we want to achieve much more! Send us your application to jobs@retailmedia.group