



DARK MATTER redefines the interfaces between technology, creativity and interaction in order to create space for personal sensory experiences.

DARK MATTER is an exhibition of expansive light installations in a converted factory. The exhibition introduces new technical concepts made visible to the public for the very first time.



Social Media Advertising Specialist (m/f/d) full-time | on-site

- YOUR TASKS:**
- * Management and optimisation of advertising campaigns on various social media platforms e.g. Google Ads and Meta Ads
 - * Continuous monitoring and data-based reporting of all advertising and marketing activities
 - * Coordination and implementation of targeted advertising and marketing campaigns, including budget responsibility
 - * Coordination and implementation of a long-term marketing strategy
 - * Close cooperation with various internal interfaces (PR, management, sales, events, etc.)
 - * Joint maintenance and further development of social media channels (IG, LinkedIn, FB etc.) with the PR & graphics team
 - * Observation of current industry trends, current marketing and social media developments and relevant campaigns for the (inter)national market

- YOU BRING:**
- * Sound knowledge of Google Ads, Google Analytics, Meta Business Suite, TikTok Marketing, etc.
 - * Professional experience in the implementation of advertising campaigns in Google and Meta Ads
 - * The ability to analyse data and make optimisation decisions
 - * Good knowledge of online marketing trends and the ability to develop effective advertising strategies
 - * Basic knowledge of SEO and SEM is an advantage
 - * Understanding of complex technical products and large-scale installations is an advantage

- * Good German and English language skills

WE OFFER:

- * Participation in the establishment of a new location for art, events and technology in Berlin
- * A highly motivated, international team and a friendly working environment - we stand for open-mindedness and diversity!!
- * Independent work, flat hierarchies and the opportunity to contribute your own ideas
- * Regular team events, e.g. BBQ and summer party

CONTACT:

Please send us your digital application including CV, salary expectations, and preferred start date to jobs@darkmatter.berlin

www.darkmatter.berlin