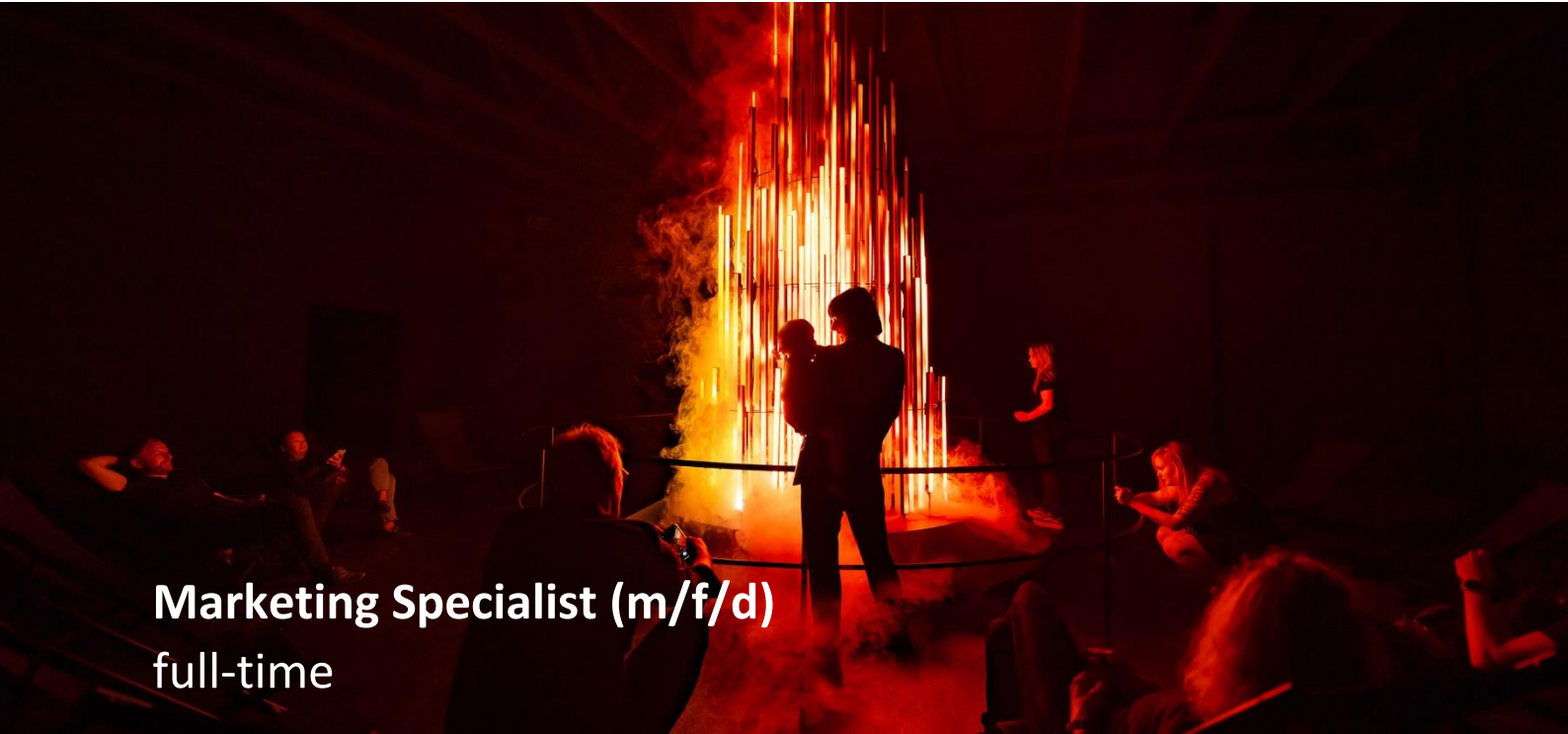




**DARK MATTER** redefines the interfaces between technology, creativity and interaction in order to create space for personal sensory experiences.

**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.



## Marketing Specialist (m/f/d) full-time

### YOUR TASKS:

- \* Develop, coordinate, and execute targeted marketing campaigns with full budget responsibility
- \* Create and implement a comprehensive long-term marketing strategy across various channels, including digital and out-of-home
- \* Utilize Google Ads and Meta Ads for effective social media marketing
- \* Collaborate closely with internal teams such as PR, management, sales, and events to ensure cohesive marketing efforts
- \* Engage in marketing-adjacent tasks, including the coordination of group bookings
- \* Continuously monitor and provide data-driven reports on all marketing activities
- \* Work alongside the PR team to manage and enhance social media channels, including Instagram, LinkedIn, and Facebook
- \* Stay updated on industry trends and developments in marketing and social media, and apply relevant insights to both national and international campaigns
- \* Lead the implementation of CRM software to streamline marketing processes

### YOU BRING:

- \* Proven experience in marketing, preferably with agency expertise in the event industry
- \* Skills in developing and executing marketing strategies
- \* Creative communication and exceptional verbal and written skills

- \* A talent for storytelling and creating compelling, audience-focused content
- \* A strong affinity for trends and design
- \* High level of motivation and a hands-on approach
- \* Proficiency in Google Ads, Meta Business Suite, TikTok Marketing, and other digital marketing tools
- \* Basic knowledge of press material formats, including image and video
- \* Understanding of complex technical products and large-scale installations is a plus
- \* Fluency in German and English

## **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](mailto:jobs@darkmatter.berlin)

[www.darkmatter.berlin](http://www.darkmatter.berlin)