



As Director Paid Performance you are responsible for leading and managing performance marketing at Chrono24, the world's largest marketplace for luxury watches. You will lead a team of specialists and work closely with other marketing, data, and product teams to develop and execute integrated marketing strategies.

## DIRECTOR PAID PERFORMANCE (ALL GENDERS)

Location: **Karlsruhe** Type of Job: **Full-time employee** Entry Date: **immediately**

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### What you can expect

- You develop and execute performance-driven marketing campaigns that drive growth and revenue for the organization.
- You lead the development of performance metrics and KPIs to measure the effectiveness of organizational programs and initiatives with the data team.
- You are responsible for optimizing search engine marketing (SEM), display advertising, paid social media advertising, email marketing, and mobile marketing.
- You collaborate with product and data teams to develop and implement tracking and reporting systems to measure the success of marketing campaigns.

### What sets you apart

- You approach business and marketing challenges with a hands-on, data-driven, and experimental mindset with the goal of achieving rapid and sustainable growth for the company.
- You are passionate about performance marketing and willing to go beyond traditional marketing tactics to solve user problems.
- You let data drive your strategic decisions and have experience with running above the line marketing campaigns.
- You have strong leadership and management skills, with experience leading and developing high-performing teams.

- You manage and optimize marketing budgets to ensure maximum return on investment (ROI) and growth.
- You stay up to date on industry trends, emerging technologies, and best practices in performance marketing.
- You are no stranger to CRM and already have experience with setting up such a system and running successful campaigns.
- You pride yourself on encouraging creativity and finding fresh ways to improve and streamline processes, seek future opportunities for growth and find creative solutions to various challenges.

## What we offer



An agile work environment



Development opportunities



Flexible working hours



Great work-life balance



In-house massage



Extra family leave and childcare allowance



Free lunch



Transportation benefit

## Diversity at Chrono24: We believe there's strength in diversity.

Diversity is at the core of our business culture. We firmly believe that diversity leads to a culture of tolerance and understanding. Each individual's unique experiences enrich our team and contribute to our success, which is why we never ask you to be anything but yourself.

You are YOU, and that's how it should be.

Your application will be handled by

**Marie Gölz**

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[APPLY NOW](#)



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