

SEA Manager (f/m/x)

- Bergmannstraße, 10961 Berlin, Germany
- Full-time



Job Description

AUTO1 Group is Europe's leading digital automotive platform. As a dynamic tech company, we are revolutionizing the automotive industry with our brands **wirkaufendeinauto.de**, **AUTO1.com** and **Autohero**. In your new role as SEA Manager, you will join a talented, ambitious, and international team. You will be responsible for the optimisation and development of our paid search campaigns, from keyword portfolio management to bidding and testing. You will monitor performance, identify trends and proactively provide action plans to ensure the performance is in line with our goals.

Your new role

- Take over full responsibility for our consumer brand **wirkaufendeinauto.de** by budgeting, planning and managing search campaigns in the markets you have been trusted with
- Analyse complex data-sets to identify growth and efficiency potentials, reflect on level of detail and KPIs needed, and help advance our sophisticated reporting infrastructure
- Monitor & challenge ongoing trends to ensure you are on track with your targets, educate yourself about the environment your campaigns will appear in, and ensure you react fast to market movements.
- Work closely with our Automation Team to standardize

Your skills

- Multiple years of experience in SEA, preferably in a lead-generating company and working for large scale accounts.
- A data-driven mindset & strong capabilities to identify trends, while remaining creative and solution-oriented.
- Deep hands-on expertise in the use of Google Ads as well as a high curiosity to challenge and tailor Google's best practices to the product you market.
- You feel comfortable in a fast-paced environment and you like to challenge
- Fluency in English and an excellent command of another European language

What we offer you

- Your life-work balance and home office are part of our culture, you can work from home up to 5 days a week
- Educational budget for your personal growth
- Company events like Hackathons, International Nights, Company Party, Football etc.
- More than 90 different nationalities make up for a truly international and diverse working environment

Apply by sending your **CV** with a note of your **salary expectations** to **josephine.kunze@auto1.com**.