

## Digital Marketing Manager

*The word „hostel“, does not describe only a place. It describes a philosophy, a way of life.  
We create and preserve this special atmosphere that we all love about hostels:  
A place where you feel home away from home, socialize with fellow travellers  
from around the world and experience the adventure of travelling together.*

### Can you master digital media and project this special atmosphere to the digital world?

We are looking for a talented, data-driven and motivated marketer to join our team as a fulltime (40h/week) Digital Marketing Manager.

You will be responsible for identifying, negotiating, and managing omnichannel campaigns throughout a portfolio of channels, networks and collaborations.

You will play an active role in the development of the marketing department in a team of innovative and dynamic professionals at our Head Office in Vienna.

After an on-boarding and training period, you will take on responsibilities and leading tasks as a temporary operational replacement for our Head of Digital Marketing.

### KEY ROLES & RESPONSIBILITIES:

- Assist in strategy & execution of campaigns with a strong focus on content marketing and omnichannel thinking.
- Maintain the marketing calendar and ensure our guests have the best experience throughout all touchpoints of their customer's journey.
- Coordinate community management and interaction of online (Social Media, OTA, website) and offline (at the hostels) marketing efforts.
- Steadily enhance a frictionless customer experience through process, analytics, testing, innovation, and steady content planning.
- Accountable for optimizing engagement, sales and community building.

### BENEFITS:

- Salary € 2800 gross monthly 14 times/year, overpayment according to qualifications.
- Coaching and training on a regular basis.
- Free accommodation in all wombat's CITY HOSTELS.
- That Hostel atmosphere also in the office.
- Flexible working hours.

**JOIN  
OUR  
TEAM!**

## QUALIFICATIONS:

- Bachelor Degree in Business Economics, Specialised in Marketing or Tourism Management and work experience in the field. Or 3+ years of relevant marketing experience in a leading position.
- Strategic thinking & customer focused mindset.
- Analytical ability to drive business decisions.
- Managing and controlling multiple internal (local hostel management) and external collaborations and partnerships (agencies, contractors, freelancers, OTAs,...).
- Strong written and verbal communication skills in English and German (Italian is a big plus, too).
- Enthusiasm for digital Media.
- Native interest and experience in the creation of video and photo content.
- Positive attitude and ability to manage change and prioritize multiple projects.
- History of working experience in Social Media, Wordpress and Google Analytics/Ads.
- Outstanding organization and process management.
- Professional experience in hospitality and travel.
- Travel savvy, Hostel experience is a big plus.
- Basic understanding of HTML and CSS.
- Willing to travel.

## FURTHER INFORMATION:

- Starting latest April 2019
- Temporary replacement between 08/2019 and 07/2020
- Willing to take on long term responsibilities after the replacement period.

Can you see yourself in this position? Then we would love to hear from you!  
Do you have a campaign, artwork or project that you are particularly proud of? Let us know and include a link or testimonial in your motivational letter.

Send us your motivational letter and your CV (English or German)  
by **February 28th, 2019** to [gregor@wombats.eu](mailto:gregor@wombats.eu)

We will handle your data with care, according to GDPR regulations and our [data privacy statement](#).

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