



*Job description*

## Online Marketing Manager

### 1. Welcome to the Studio.

Studio 49 was founded in 2015 and has since then been supporting hospitality and tourism companies in all areas of Online Marketing, including Social Media, Web-Design, Performance Marketing and Content Production. The company's origin and start-up times lead back to the university studies of the founder at Ecole hôtelière de Lausanne before the company, previously called L.I.K.E. Hospitality Consulting, moved to Berlin, Germany in late 2016 and rebranded to Studio 49 in the early months of 2022.

The idea of Studio 49 is to be a company that uses its hospitality roots in combination with our Online Marketing expertise, to accompany clients in the ever-changing digital world. The goal hereby is to assist mainly, but not exclusively, in exploiting digital opportunities and to be a reliable agency in all facets of our clients' businesses. Online Marketing has become the single most important revenue driver of the Hospitality & Tourism sector in the past years. As the world continues to shift online and become more interconnected, actively managing your online appearance is no longer a choice. Whether and how you reach your target audience has never been more important and the growing interest in our service has reflected that trend.

We have a lot planned. Our mission is to make the hospitality industry a more digitally connected place thus giving companies the possibility to use their entire Online Marketing potential. We are convinced that the future has continuous digital challenges for the hospitality and tourism sector in store and want to become one of the leading Online Marketing Agencies in Hospitality and Tourism globally.

### 2. Everything at a glance.

<b><u>Entry date:</u></b>	as soon as possible
<b><u>Duration:</u></b>	Unlimited
<b><u>Employment:</u></b>	Fulltime (40hours / week)
<b><u>Location:</u></b>	Berlin, Germany
<b><u>Salary:</u></b>	Basic salary + bonuses

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Studio 49 Hospitality UG (haftungsbeschränkt)  
Strassmannstrasse 38, D-10249 Berlin, Germany  
Tel. +49 (0) 30 76 73 73 160 | E-Mail. mail@studio-49.com



- Level of education:** Undergraduate degree in Hospitality / Tourism / Business or comparable apprenticeship
- Languages:** Fluent in German & English
- Experiences:** Online Marketing, Hospitality, Tourism and/or Sales, Business
- Skills:** Good communication skills, open-minded, general understanding for the hospitality industry, professional appearance, proficient in Microsoft Office

### 3. Details. Everything you need to know.

As an Online Marketing Manager you will support us by taking over pre-defined customer projects/accounts, ranging from Social Media projects, to Performance Marketing or Website projects. You will actively be involved in the coordination and implementation of different client projects and will optimize both performance-related digital-KPIs and Online Marketing processes of our clients. Besides regular client interactions you will also be involved in continuously improving our client-services and making sure those stay relevant to our clients, in close collaboration with our Business Development team. Moreover, you will represent Studio 49 at various national and international events, such as industry related fairs, union meetings, or hotel conventions. As part of our developing Online Marketing Team you will work mostly independently and will report to the Managing Director.

### 4. Contact. Your way to us.

We are very much looking forward to hearing from you. Share your story with us and explain to us why you are the perfect fit for the position at hand. No matter if you are a career-changer, tourism-veteran or a newcomer, we do not differentiate in age, gender or origin but are merely interested in whether or not you are a fit to our team and the specific role. Of course, your data will be kept confidential with us.

Studio 49  
Strassmannstrasse 38  
D-10249 Berlin  
Germany

Web. [www.studio-49.com](http://www.studio-49.com)  
E-Mail. [mail@studio-49.com](mailto:mail@studio-49.com)



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