

With its distinctive architectural profile and the programmatic idea of “music for the thinking ear,” the Pierre Boulez Saal is a major part of Berlin’s cultural life. Approximately 150 events per season include classical music and jazz as well as Arabic and Persian music in concerts, lectures, and workshops. For more information, visit boulezsaal.de

The **Barenboim–Said Akademie gGmbH (BSA)**, on behalf of the Pierre Boulez Saal, is looking to hire at the earliest possible opportunity a

### ***Digital Audience Manager with focus on data analysis***

The Pierre Boulez Saal is seeking a Digital Audience Manager to assist the Head of Marketing in managing relationships and engagement with existing audiences, as well as developing new audiences. To engage with and grow current and future audiences, the Digital Audience Manager will assist with digital campaigns management and provide regular reporting on audience data, audience behaviors, and marketing campaign performances.

#### ***Duties & Responsibilities***

- Ongoing segmentation and analysis of customer structure and behavior (customer journey) on website and social media channels as well as other digital marketing channels, including newsletters and Google Ads
- Development of online marketing concepts for new customer acquisition (lead generation, increase in conversion rates)
- Development of personalized and automated CRM campaigns to retain existing customers, with a focus on email marketing
- Implementation of competitive analyses in the online marketplace, primarily for search engines such as Google and Bing
- Planning and optimization of campaigns in the fields of SEO (search engine optimization) and SEM (search engine marketing)
- Integration of omnichannel marketing tools
- Technical implementation and distribution of newsletter
- Maintenance and optimization of CMS for the website sales channel
- Supporting the marketing team in the creation and preparation of reports
- Close collaboration with the Ticketing & Service Department

#### ***Requirements & Skills***

- Degree or equivalent training in a relevant field (with a focus on online marketing, data analysis, etc.)
- Professional experience in digital marketing, with a focus on data analysis
- Experience in working with CRM tools
- Experience in working with CMS (PimCore, Typo3, WordPress)
- Structured and agile way of working
- Ability to conduct complex research including target group research and customer segmentation, as well as interpretation of relevant numbers
- Confidence and experience in working with online analytics tools such as Google Analytics
- Understanding of ticketing systems (e.g. Secutix)
- Knowledge of e-commerce and online sales
- Confident use of written and spoken German and English; additional language a plus
- Excellent user skills in MS Office, especially Excel and PowerPoint

We offer compensation in alignment with TVöD Bund EG 09a.

Please submit your complete application documents, **including the keyword “Digital Audience Manager,” by September 30, 2021** to jobs@boulezsaal.de only. We look forward to receiving your application, regardless of gender, sexual orientation, age, disability, or ethnic background.