



PERFORMANCE MARKETING MANAGER

In a nutshell

We are looking for a Performance Marketing Manager to join our Marketing Team and help us develop the next big thing. It is an exciting role in an impactful team where you are part of the strategic decision-making and take responsibility from day one.

collectID

We are the truth behind the product. collectID is the product authenticity and customer engagement ecosystem. We protect brands and transform products into a superior communication and sales channel. collectID patented technology offers a unique combination of NFC tags and blockchain to deliver the first fully secure product authenticity ecosystem. [Learn more about our technology.](#)

We value innovation, collaboration, and curiosity. We strive to develop all our employees to reach their full potential. We are proud to be the winner of several pitching battles and be part of the Swiss National Startup Team.

We are in the office 3-4 days a week, 1-2 days are home office. Additionally, depending on the tasks and on mutual agreement, working from other places can be possible.

The role

We are looking for a Performance Marketing Manager with a successful track record. Your role is to lead the planning, implementation, optimization, and reporting of performance marketing initiatives to help drive traffic and maximize ROI across our channels. In this role, you should be a team player with a keen eye for detail and problem-solving skills.

Responsibilities

- Creating and executing a strong performance marketing strategy & execution plan.
- Developing and managing digital prospecting and remarketing campaigns.
- Managing budgets and campaigns across all digital channels to drive strong return on investment and efficient CAC.
- Ensuring successful planning, execution, optimization for key traffic KPIs via paid, organic, and own media channels.
- Identifying and testing new channels to continue to meet or exceed established critical metrics.
- Working closely with marketing teams to guide A/B tests, incrementality tests, and spend scaling tests on campaigns online and offline to identify what works best.
- Working closely with the management to share funnel conversion improvement ideas, feedback, and present results.



Personal attributes

- Someone who sees the big picture with the ability to dig into details, rolling up their sleeves to get the job done.
- A desire for the entrepreneurial atmosphere and impact of a small company.
- A self-motivating personality who's eager to learn, develop, and finally succeed.

Skills and experience

- BSc/BA or MSc/MA in business administration, marketing, computer science, or a related field.
- You have prior experience in a similar role as well as experience building effective multi-channel marketing strategies, including affiliate marketing, PPC, SEO, social media, and other digital channels.
- You have solid expertise in campaign and channel analysis and reporting, including Google Analytics experience.
- You possess excellent analytical skills and leverage data, metrics, analytics, and consumer behavior trends to drive actionable insights and recommendations.
- You are a highly goal-oriented individual and have excellent communication skills.

Our core values

- Everyone has a voice.
We look to the people with the most knowledge, listen hard, and choose the best way forward.
- We go the extra mile.
We are more motivated, work harder, and do more than our competition. If we don't do this, we don't stand a chance.
- Everyone makes an impact.
If you work here, we trust you to create value. In fact, we're counting on it.
- We learn from everything.
Win or lose, sale or no sale; we do our best to learn from every experience.
- Authentication for everyone.
Our system is built on highly complex technology. Our job is to make all that complexity easy to use for regular people.
- Authentication for everything.
Every product has its own truth; where and how it was created and by whom. We're here to make this truth accessible.

How to apply

You need to be legally authorized to work in Switzerland (Swiss citizen, EU/EFTA citizen, Swiss residence permit holder) to apply for this job.

Apply by email to Sergio Muster (Co-founder & Chief People Officer, career@collectid.io). Include your resume, cover letter, and current notice period.