



Community & Marketing Analyst

Vienna, Full time



Bikemap is the leading digital platform for cycling maps and routes worldwide. Within just a few cycling seasons, more than 1.8M users have registered on Bikemap.net and together created over 3.8M unique cycling routes. We're growing fast and are active in more than 100 countries, spanning a global route network of more than 400M kilometres. Our goal is to provide the best cycling apps in the world, crafting exciting new use cases for multiple platforms, fueling the personal mobility revolution.

You think that cycling is not only a mode of transport, but a way of life? You want to play part in the biggest personal mobility revolution cities worldwide have seen yet? Then join our highly motivated team of cycling enthusiasts and let us shape the future of cycling together.

Here's what you will do:

- As part of our young, smart and motivated team you will deal with enquiries and valuable feedback of our active and passionate community and extract impactful insights that influence the product development and marketing strategy
- Develop and maintain an effective paid marketing strategy and analysis to make sure we reach our growth goals
- Conception, implementation, monitoring and reporting of online ads (Facebook, Instagram, Google)
- Come up with creative ideas of how we can acquire leads organically and develop the brand and strengthen the community across all marketing channels

In general, we're looking for someone with:

- Experience with digital marketing and online communities
- Great written communication skills - a 'people person' who will ensure to always put our users first
- Experience launching community initiatives (e.g. building an online forum, launching an ambassador program)
- Ability to identify and track relevant community metrics. Interpret website traffic and online engagement metrics
- Hands on experience with marketing activities and campaigns
- Very good German and / or English skills, additional foreign language skills are a plus
- A passion for cycling and everything that goes along with it

Here's why you should join our team:

- We're a young and dynamic team, shaping a product that is enthusiastically used by its community of passionate cyclists.
- At Bikemap everyone brings in new ideas and can influence the growth of our company. We're committed to try out new things and to keep on learning. Our team spirit drives our motivation for constant progress and regular after-works.
- If you're hungry for new challenges and want to be part of a creative working environment, we should get to know you.
- We offer a competitive salary starting from €30k / year depending on your experience and skills.
- Very nice office location in the beautiful 1st district, coffee of the highest quality and fresh fruits

Hooked? Well, then tell us about you and your motivation! Dazzle us with your CV and whatever you'd like us to see. Please send everything to join@bikemap.net.

We're excited to hear from you!

Your Bikemap-Team

Bikemap GmbH
Wipplingerstraße 20 / 6
1010 Vienna / Austria
CEO: Matthias Blazanovic
E: office@bikemap.net // Tel.: 0720 / 516 260

Banking Connection
Raiffeisenlandesbank OÖ
IBAN AT97340000000046052
BIC RZ00AT2L

Handelsgericht Wien
Firmenbuchnummer: FN 426878 m
UID: ATU69311327
Sitz, Erfüllungsort und Gerichtsstand Wien