

CHEEX

(Senior) Influencer Marketing Manager DACH

FULLTIME 40H
BERLIN KREUZBERG
(ALL GENDERS)

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CHEEX is an online platform for sexual entertainment and education. We create a progressive approach to pornography, where people of all sexual orientations and identities can enjoy content that is inspiring. As our Influencer Marketing Manager you'll lead collaborations across the DACH market primarily on Instagram and TikTok. In this role we're looking for a strong performer who brings their own ideas to the table, takes responsibility and closely integrates the influencer strategy with the content strategy, rather than just managing existing collaborations. We want you to drive conversions for our unique mission: Ethical Porn & Sex Education.

What will you do?

- You'll further shape our German influencer strategy and become our go-to person with clear ownership and vision of the market.
- You'll operate in a KPI-driven setup, with sales performance as the primary success metric for all campaigns.
- You'll own the account management for established, long-term creator partnerships, ensuring performance and growth.
- You'll oversee the full collaboration pipeline from researching potential influencers to ensuring timely and effective content delivery.
- You'll manage your own budget, which will grow up to 40k per month.
- You'll systematically test new creators and deploy expansion budgets to increase revenue impact across the channel.
- You'll monitor campaign performance, analyzing key metrics, and optimizing strategies to improve results. Constantly test, learn, and refine the approach based on performance data.
- You'll partner closely with our content team and others to design and execute cross-functional campaigns that move the market forward.

Requirements

- > 2 years experience in influencer marketing of DACH region, particularly on Instagram and TikTok.
- Strong budget management skills with a track record of effectively handling and optimizing consistent budgets.
- Creative and strategic thinker with the ability to develop innovative approaches for promoting niche products.
- Ability to excel in a fast-paced environment, showing initiative while working independently.
- Strong problem-solving skills and resilience in overcoming challenges.
- Fluent in German and English.

Our Offer

- An international team with people from diverse backgrounds with lots of experience.
- The will and the possibilities to get yourself involved and make a difference.
- Hybrid office policy
- BVG Deutschland Ticket
- Dog friendly office
- Regular team activities