




## Digital Product Marketing & Strategy Manager (volunteer, remote work)

Capitol Momentum · Berlin, Berlin, Deutschland (Remote)

 Volunteer

 1-10 employees

### About the job

We are looking for a Digital Product Marketing & Strategy Manager to support Capitol Momentum with its Marketing Strategy on our Social Media Outlets (LinkedIn and twitter) as well as with content creation and publications on our web domain [www.capitolmomentum.com](http://www.capitolmomentum.com) and for Newsletters.

Capitol Momentum is a Berlin based research and market intelligence data analysis startup, specifically focused on the emerging German NewSpace Industry. We work at the intersection of Space economy, business and Industry analysis. Therefore, general economic knowledge and a broad interest in the NewSpace economy, deep-tech startups, venture capital, financing and business and market data analysis are a big plus. At Capitol Momentum, it is our mission to increase market transparency in the German NewSpace ecosystem and to promote demand from the non-space industries for innovative, cost-effective and disruptive business solutions from German NewSpace companies by providing valuable, reliable and frequent market research insights.

The ideal candidate has already sound Marketing and Digital Product Strategy Experience, preferably in the Deep Tech or Space domain. You are very organized, proactive, meet deadlines and take your management responsibilities serious. You are well-versed with social media outlets and possess advertisement experience in English language and pay attention for detail.

This position will cover a broad range of current and planned digital products as well as the provision of various consulting services. Capitol Momentum is very flexible in terms of working hours and location. This position is currently a volunteer, remote position.

### Responsibilities

- Develop a coherent digital product and services strategy
- Create product related advertisement content for social media and our website
- Set up and provide monthly data analysis and metric reporting of page impressions, click-through-rate, downloads etc to measure impact of marketing campaigns to the founders
- Support the founders in the new product and services development to expand the revenue stream related product and services portfolio

- Support the founders in prototyping the MVP from a marketing and usability perspective
- Contribute to new customer acquisition strategies
- Coordinate with our Social Media Manager
- Stay on track with the data acquisition and analyst teams to aide new product and services development

## Desired Qualifications

- Proficiency in Digital Product and Consulting Services Marketing
- Previous experience in advertisement, social media platforms, customer acquisition
- First leadership skills are a plus
- Academic background (student or degree in Business Administration, Marketing or likewise)
- Basic knowledge in the creation of content with WordPress and for MailChimp newsletters
- Experience in the utilization of LinkedIn statistics and google analytics to measure marketing impact
- Proficiency in Microsoft Office suite (Excel, Word, PowerPoint, etc.)
- English is the working language at Capitol Momentum. Very good written, presentation and verbal communication skills are a necessity. German is a plus.
- Self-motivated and proactive with the ability to manage deadlines
- Strong verbal and interpersonal communications skills
- Eagerness to develop a robust understanding of the evolving German NewSpace sector

The position involves remote flexibility and includes opportunities for ample career development and advancement in a dynamic, emerging firm.

## Why joining us?

- Be a pioneer in mapping with us the emerging fast-paced German NewSpace economy
- Contribute to the establishment of the very first market intelligence platform for German SpaceTech companies and build things up from the ground
- Opportunity to develop your Product Marketing & Strategy Management skill set
- Be part of a highly motivated team
- Steep learning curve and opportunity to understand Upstream and Downstream markets
- Boost your resume exposure with leadership skills by taking on early responsibility
- High level of freedom and autonomy due to remote working opportunity
- Flat hierarchy and open communication with the founders

If this sounds interesting to you, do not hesitate to submit your cv/resume along with your earliest starting date via [LinkedIn](#) or to [mjahnke@capitolmomentum.com](mailto:mjahnke@capitolmomentum.com).

We will get in touch with you shortly.

11/01/2022