

Head of Growth (m/f)

Vimcar is redefining fleet management for SMEs by seamlessly integrating commercial vehicles into digital ecosystems. An innovative combination of live car data and a set of cloud-based, cross-platform applications for drivers and fleet managers offer real-time insight into vehicle activity to reduce operational cost and ensure legal compliance. Vimcar already serves more than 3,000 companies in Germany and is headquartered in Berlin with currently 35 employees.



To extend our core management team we are currently looking for a Head of Growth evolving our go to market strategy and driving sustainable growth.

YOUR TASKS

- Develop, design and execute a multi-channel acquisition strategy
- Driving growth and revenue leveraging existing channels (Partner, Facebook, SEA, Tele Sales etc.) lie in your hands
- You are responsible for identifying new revenue generating channels through testing and iterating
- Measure and optimize full funnel conversion to adapt acquisition tactics
- Motivate team to hit aggressive lead, demand and user generation goals to support our high growth business

YOUR PROFILE

- You have 5+ years of experience in digital marketing, lead generation and sales
- Proven track record of driving growth for cloud based solutions is a big plus
- Excellent analytical skills and expertise in data-driven marketing are self-evident for you
- Experience leading a mid-sized team to achieve outsized results
- Your communication and writing skills in English and German are brilliant

OUR OFFER

Vimcar's corporate culture includes fast decision making, team spirit and a lot of space for innovative ideas. Besides that, we have a lot of things to offer:

- A leading role in the Vimcar core team and competitive compensation
- Freedom to execute your ideas with a passionate and motivated team
- A great company culture that stresses teamwork, high standards for execution, and not taking oneself too seriously