

## Zattoo GmbH



The ideal blend of stability and flexibility. A genuinely human employer that cares for people and the planet. True autonomy to shape what comes next, for us and you. This is the perfect platform to take your career where you want. Back in 2005, we pioneered Europe's first TV streaming service. Today, we're the world's first certified climate neutral TV streaming provider. 3 million users across three countries. Over 230 colleagues of 47 nationalities. We're the grown-up start-up, helping to shape a better future since day one. That hasn't changed, even if the world has. We're friendly, international, inclusive – and our people say we're reliable and transparent, too. It's why they trust us and believe in what we do.

## Working Student - Performance & Retention Marketing

City: Berlin; Starting date (earliest): At the earliest possible; Remuneration: 15 €/hour

### Working field

#### THE ROLE

In recent years we have attracted millions of new users and built up our direct communication skills e.g. via email marketing and notifications across all platforms. TV streaming is the future of TV and engagement, retention as well as reactivation of our users is of increasing importance for Zattoo.

In order to accelerate our marketing efforts, we are currently looking for a motivated working student to join our Performance & Retention Marketing team in Berlin which consists of three highly committed digital marketing professionals working in Berlin. You will mainly support the team by managing multichannel direct communication (email, push notification, in-app messaging) with our users across Germany, Austria, and Switzerland. You will also support our acquisition efforts, e.g. by managing our app store presence and content features.

If you are looking for an atmosphere of continuous learning and the possibility to improve your marketing knowledge and practical skills during your studies, the DTC Zattoo marketing team is the right place for you. We have a culture of hunting opportunities, embracing mistakes as a measure of learning and a very cooperative style of working together.

#### THE DTC MARKETING TEAM

The direct-to-consumer team is the most cross-functional team at Zattoo. Whether it's performance marketing, SEO, content, CRM, social media, public relations, licensing, placement and sale of online ad inventory or customer support - we work enthusiastically to fulfill our mission: To position Zattoo as the best alternative to traditional TV broadcasting.

## **WHAT YOU'LL DO**

- Contribute with your ideas and unique perspective to our marketing efforts
- Research and prioritize TV content for recommendations
- Create the weekly Zattoo newsletter and push notifications
- Monitor and analyze the performance of campaigns
- Optimize the performance of digital marketing campaigns via tests
- Support in the implementation of further direct marketing activities along the customer lifecycle and in the day-to-day tasks
- Monitor and update app store presence and coordinate content features
- Collaborate with the internal and external stakeholders in achieving the marketing objectives

## **Requirements**

## **WHAT YOU'LL BRING**

- Student of a Bachelor's / Master's program in the field of Marketing, Digital Marketing, Communications, Media Studies, Business, Business Administration or related fields
- Strong writing skills to produce commercial text (email/notification content)
- Fluency in written and spoken German (C2)
- Good communication skills in English
- Interest in TV content
- Openness to learn and try new things
- Bonus: French at a professional level

## What we offer

### WHY JOIN US?

At Zattoo, you're always on firm ground with real freedom to explore. You'll have the support and opportunity you need to go far, while you're helping us create a sustainable and entertainment-filled future for all.

### WHAT WE OFFER YOU

- Reward: strong market competitive hourly salary
- Invest: Valuable work experience, guidance, and growth opportunities
- Regulate: trust based flexible working hours and the option for remote work worldwide for up to 8 weeks per year

Plus:

- We're sharing: Free access to the best streaming experience on the market
- We're developing: Access to exciting learning opportunities, German classes and Zattoo all-company hack days
- We're inclusive: 'Zattooies' are a fun, engaged, and diverse team made up of 47 nationalities
- We're healthy: Health checks, team sports, organic fruit, vegan options and more!
- We're responsible: We are carbon neutral, an active employee Green team, discounted BVG tickets and free bike rentals
- We're sociable: A calendar of events with fireside chats, lunches, in-house bar, BBQ's, monthly socials, summer party and an annual off-site event

### Application

<https://grnh.se/spl2xIx2teu>

More information at <https://stellenticket.de/198183/HTWB/>  
Offer visible until 07/11/25

