

Job Title: Marketplace Specialist

Location: Budapest, Hungary, or Vienna, Austria

Type: Trainee

Job Summary

We are seeking a proactive and results-driven **Marketplace Specialist** to join our dynamic team. You will be instrumental in developing our platform's reputation, increasing the number of members, and ensuring an exceptional user experience. This role is pivotal in driving growth and engagement within our marketplace while fostering a vibrant and collaborative community.

Key Responsibilities

Marketplace Growth

- Develop and execute strategies to attract new members and retain existing ones.
- Collaborate with the marketing team to design and launch promotional campaigns.
- Identify growth opportunities by analyzing user behavior, market trends, and competitor activities.

Reputation Management

- Monitor and respond to member feedback and online reviews to maintain a positive platform image.
- Work with the customer service team to resolve issues and ensure member satisfaction.
- Establish best practices for managing and improving the marketplace's reputation.

Member Engagement

- Design and implement initiatives to encourage active participation.
- Build and nurture a strong community through events, content, and communication.
- Partner with influencers or advocates to enhance brand visibility.

Performance Analysis

- Track and report on key performance indicators (KPIs), such as membership growth, engagement rates, and retention.
- Use analytics tools to measure the effectiveness of campaigns and suggest improvements.

Cross-functional Collaboration

- Coordinate with internal teams, including marketing, product development, and customer support, to align efforts.
 - Manage relationships with external vendors or partners to boost marketplace activity.
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Qualifications and Skills

Required:

- Bachelor's degree in Marketing, Business Administration, or a related field.
- Proven experience in marketplace platforms, e-commerce, or community management.
- Strong analytical skills with the ability to interpret data and derive actionable insights.
- Excellent communication skills, both written and verbal.
- Creative problem-solving abilities with a customer-first mindset.

Preferred:

- Proficiency in CRM tools, analytics platforms, and digital marketing tools.
 - Knowledge of SEO, content marketing, or paid ad strategies.
 - Multilingual skills (German, Hungarian, or other European languages) are a plus.
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Why Join Us?

- Work in a vibrant city—choose between the historic charm of **Budapest** or the elegance of **Vienna**.
 - Be part of an innovative, multicultural, and supportive team environment.
 - Opportunities for professional growth and skill development.
 - Flexibility to shape and influence the future of a growing platform.
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Application Process

Send your resume to contact@flatcargo.com