

A group of four cyclists in a desert landscape, wearing helmets and cycling gear, standing next to their bikes. The background shows a dry, hilly terrain under a clear sky.

WORKING STUDENT CRM & EMAIL MARKETING (M/F/D)

We are a community open to everyone. One global team where everyone counts.

Join the Canyon team and work at the cutting edge of the bike industry, with a job as versatile and exciting as the bikes we develop. All in an open, international atmosphere where teamwork, collaboration, true innovation, and a dynamic workplace are all part of our everyday. Ready to ride with us?

YOUR JOB AS PART OF THE CANYON CREW

- Supporting our CRM team in the creation of global personalized email & SMS automations
- Creating modern emails with dynamic content while utilizing CRM data and data requirements
- Research on CRM & email marketing trends
- Discover new ideas on how to improve customer experience across multiple touchpoints
- Participation in the creation of new automated journeys to support our customers in their purchase and service funnel
- Analysing and improving cross-channel customer journeys
- Creating and evaluating AB test scenarios for the email channel
- Supporting segmentation & personalization across multiple channels
- Analysing CRM data with dashboards, reports, and GA4 for various purposes

HOW YOU BECOME PART OF THE RACE

- Advanced degree in marketing, business or a comparable course of study
- Ideally, you already have some practical experience in the field of digital/email marketing
- A high degree of teamwork is just as much a part of your strengths as a structured and independent way of working
- You are highly motivated, solution-oriented and have very good communication and comprehension skills
- Very good written and spoken English skills round off your profile

HIGHLIGHTS ON YOUR CANYON TOUR

- Fair and performance-related remuneration as well as Christmas and holiday bonuses
- Bikes and accessories at attractive employee conditions
- From a pool of Canyon bikes, you can take your current favorite home with you on loan
- Canyon Crew Rides and employee events
- Subsidized meals in our bistros
- Accident Insurance

Jetzt bewerben

