About verknüpft

verknüpft is an intuitive friendship platform where people aged 60 and above can effortlessly meet like-minded individuals with similar values and expectations, and form new friendships – for real life, phone, email, or pen pal friendships.

Objectives

To effectively reach this older target group (and their relatives) and quickly build a large user base, the main objectives include:

- Development and implementation of target group-specific marketing strategies and campaigns (especially social media and content)
- Optimization of the website with regard to SEO
- Establishing strategic partnerships with multipliers

You

- A team of 1–5
- German is a big plus (the current version is only available in German)
- Hands-on mentality and efficient work style
- Practical experience, ideally in consulting, startups, marketing, and/or sales
- Strong creative and communication skills

Benefits

- 100% remote and flexible working hours
- You can actively contribute to building a social impact company and help combat loneliness

Application

Please send your CVs, desired start date, and 2–3 sentences about your motivation to join the team to hannah.schreiner@verknuepft.com.