



# Working Student (m/w) Merchandising Specialist

München, Deutschland Praktikant/in

## Unternehmensbeschreibung

lastminute.com group is a publicly traded multinational Group, among the worldwide leaders in the online travel industry, and we operate a portfolio of well-known brands such as lastminute.com, Bravofly, Rumbo, Volagratis and Jetcost.

Every month, the Group reaches across all its websites and mobile apps (in 17 languages and 40 countries) 43 million unique users that search for and book their travel and leisure experiences. More than 1,200 people enjoy working with us and contribute to provide our audience with a comprehensive and inspiring offering of travel related products and services.

## Stellenbeschreibung

lastminute.com group is looking to hire a Merchandising Specialist to drive Flights, Dynamic Packages and Hotel Only category sales on lastminute.de and bravofly.de websites. The position will report into the Category Specialist HDP, within the German Customer Market Unit.

Focussing on destination level performance and pricing analysis, merchandising effectiveness and improving user experience and product offering on our landing pages. Coordinating and planning of promotional/tactical activities, performance analysis, working closely with supply, CRM, PR, marketing teams and the Category Specialists.

The goal is to best align demand and supply.

Key Responsibilities will include

- Understanding of what customers are buying and improving visibility and exposure for best performing offers.
- In depth destination, product and booking platform analysis, weekly/monthly performance reporting and sales analysis,

- Monitor and analyse pricing/rankings and make recommendations where changes are required, as part of the day to day performance analysis.
- Identifying and investigating improvements to site content in order to reduce bounce rate and increase conversion.
- Work closely with in-house and 3rd party supply teams to source market leading offers and agree tactical activities and share information on campaign results.
- Manage sales calendar and promotional activities, agreeing actions with the relevant stakeholders.
- Update merchandising and offers on landing pages, analysing performance data to make decisions on merchandising and offers effectiveness.
- Understanding our customer profile and demographics, to make informed decisions on promotional activities, also identifying any product gaps and working with supply teams to improve content where needed.

## **Qualifikationen**

- You are studying tourism, business, marketing, communications or comparable study for 2-3 semesters already
- You are fully proficient in MS Excel, MS Word, Powerpoint
- Industry knowledge and understanding of the online travel business is a plus
- Strong analytical skills with ability to solve problems through data-driven insights
- A keen eye for detail
- You are a creative thinker with a passion for new solutions and innovation
- You are fluent in German and English
- You bring a positive attitude and willingness to help the organization win
- You are able to develop strong relationships with cross functional teams

## **Zusätzliche Informationen**

Interested? We look forward to meet you!

Please apply with your complete application forms (covering letter, CV, reference letters).

**Den Link zur Bewerbung finden Sie unter:**

<https://www.smartrecruiters.com/lastminutecomgroup/743999662917697-working-student-m-w-merchandising-specialist?trid=76d5a91d-4a9d-4b5b-9d12-e69111701bf9>