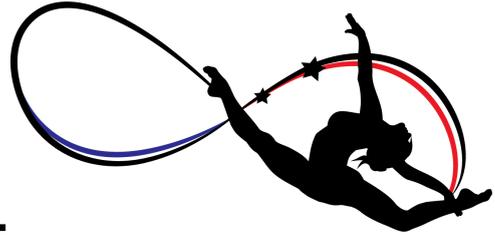


GYMFINITY INTERNATIONAL



Marketing Manager

Location: Kaiserslautern, Germany

Employment Type: Mini-Job / Flexible Schedule (deadline-driven)

Department: External Affairs

Reports to: Gym Director / Program Directors (project-dependent)]

Position Overview

We are looking for a Marketing Manager to support the promotion and visibility of our programs, athletes, competitions, and partners. This role is ideal for someone who enjoys creative work, social media, and community engagement, and who has an interest in sports marketing and gaining practical experience working with sports organizations.

The position is a German Mini-Job and requires approximately 10 hours per week with flexible working hours.

Key Responsibilities

SOCIAL MEDIA & DIGITAL PRESENCE

- Manage and update the gym's social media platforms (e.g., Instagram, Facebook)
- Create engaging posts, stories, and short videos from training sessions, classes, and competitions
- Highlight training activities, athletes, competitions, and club events
- Help tell the story of our athletes' journeys, achievements, and development
- Respond to messages and comments when appropriate

EVENT & COMPETITION PROMOTION

- Promote upcoming competitions, camps, and club events
- Share live updates and highlights from competitions and events

SPONSORSHIP & PARTNER VISIBILITY

- Support the promotion of club sponsors and partners
- Help create content that provides visibility for sponsors and supporters

COMMUNITY ENGAGEMENT

- Help grow the club's online community and reach new athletes and families
 - Support marketing efforts aimed at attracting new members
 - Support retention through engaging campaigns that connect with current members
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Qualifications

- Interest in sports marketing, sports management, media, or communications
- Active on social media and familiar with multiple digital platforms
- Comfortable creating simple graphics or visual content (Canva or similar tools)
- Comfortable creating video content, including short interviews or similar formats
- Organized, creative, and able to meet deadlines
- Strong professional English writing skills and audience engagement ability, German is a plus!
- Enthusiastic about sports, athlete development, and a lifelong commitment to health and wellness
- Experience in gymnastics or highly competitive sports is a plus

This role is especially suitable for students studying sports management, marketing, media, or communications who want practical experience in sports marketing.

Compensation

This position is structured as a German Mini-Job. Compensation will be paid on an hourly basis at the current German statutory minimum wage. Working hours will be arranged in advance and will remain within the Mini Job earnings limit as defined by German law. Payment will be made monthly based on the number of hours worked.

Work Authorization

Gymfinity International is a German company (GmbH). Applicants must have legal authorization to work in Germany, such as EU citizenship, EU residency rights, SOFA status, or a valid German work visa. EU citizens and individuals with SOFA status do not require a separate work visa. Applicants with other citizenship statuses must secure appropriate work authorization prior to employment.

Work Schedule (optional to include)

This role operates under a flexible, self-managed schedule. Working hours are determined in coordination with Gymfinity International and organized as needed to support marketing initiatives, content creation, campaign planning, and partner coordination.

Many responsibilities can be completed remotely from home, while others may involve meetings with partners, sponsors, media contacts, or attendance at competitions, events, or promotional activities.

While the schedule is largely self-directed, the role requires consistent adherence to agreed deadlines, campaign timelines, and communication responsibilities. Certain activities, such as competitions, events, or promotional activations, may occasionally require evening or weekend availability.

Apply

Interested candidates should fill out our [General Application](#) and attach a **short CV and introduction**.