



Looking for a job?

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Digital Marketing Automation Manager (f/m/d)

Start today as a Digital Marketing Automation Manager for a brighter future. We are looking for a suitable candidate to support one of our clients in their marketing team in Nuremberg. Your tasks are, but are not limited to, developing as well as executing a digital marketing strategy for our clients new digital platform. With over 9,000 employees, our client is one of the world's largest providers in its sector and the market leader in Germany and in the Top 5 worldwide. Demanding jobs await you in an innovative and international work environment. Do you have high self-motivation and commitment? Then apply today for our job offer!

Your responsibilities:

- Close collaborative work with the Head of the new product/platform marketing: developing the strategic vision to articulate a go-to-market strategy
- Development of end-to-end marketing plans, together with the Head of the new product/platform marketing, to drive prospects from awareness to sales conversion
- Align with different teams on customer communications to acquire more prospects
- Strategic planning of the Integration of communication channels with the company's marketing automation tool (HubSpot) or other platforms required to build out a great end-to-end customer experience
- Defining marketing program KPI's together with the new product/platform marketing team
- Working with sales and marketing colleagues to define clear campaign and channel expectations to measure success and grow revenue
- Define digital marketing technology requirements, from campaigns to data and channels
- Define the most efficient ways to automate digital campaigns and communication with the company's marketing automation platform

What we are looking for:

- Multiple years of experience in product marketing, preferable in software, technology and/or B2B products
- Experience in different marketing automation tools (e.g., HubSpot, Marketo, or similar)
- Experience in collaborating with product teams/product marketing to develop strategies
- Experience in driving business and product growth and building C-Level relationships
- Strong analytical skills, ability to work with teams as well as in fast paced environments
- Strong communication skills, fluency in English is necessary

Location: Nuremberg or London

Start Date: ASAP or upon agreement

Please send your application documents (CV, Certificates, Salary Expectations) referring to **Digital Marketing Automation Manager (f/m/d) for Nuremberg or London** to bewerben@go-simplexx.de

Hier geht's zur SimpleXX
Jobbörse



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The SimpleXX GmbH specializes in recruitment and personnel services and supports its clients in filling vacancies as well as project vacancies in IT & Engineering, Automotive, Financial Services, Online Portals, Telecommunications, E-commerce, Social Communities, Aviation, Industry, Medicine, Law, Controlling and Commerce.

