



Looking for a job?

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Global Marketing Automation Manager (f/m/d)

Start today as a Global Marketing Automation Manager for a brighter future. We are looking for a suitable candidate to support one of our clients in Nuremberg. You will be the Marketing Automation Expert across all channels and territories, overlooking the bigger picture. Your tasks are, but are not limited to, leading the set-up, administration and optimization of our clients' Marketing Automation platform globally. To do so you will work together closely with their o Marketing and Sales Teams. With over 12,000 employees, our client is one of the world's largest providers in its sector and, with over 12,000 employees, 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:

- Develop and execute strategic demand and lead generation strategies for HubSpot-campaigns
- Conduct training for the wider Marketing Team on everything "Automation System" related
- Report on and manage all digital marketing activities/performance (i.e. CTO and Revenue) through Salesforce etc.
- Collaborate with other stakeholders to create optimized templates and content for marketing campaigns (based on past learnings) and improve performance for future campaigns throughout (i.e. A/B testing)
- Monitor testing results and ensure optimal email results and improve deliverability, compliance around permission-based marketing, email hygiene, opt-in/opt-out requirements, privacy, and spam regulation (CAN/SPAM/COPPA)
- Ensure the database is segmented effectively for targeted marketing activities by planning and implementing data quality strategies and processes

What we are looking for:

- Bachelor's degree in business, marketing or technology
- Certified HubSpot user, extensive experience in Marketing Automation (5+ years) and expert knowledge in B2B marketing (email, lead generation, account based)
- Great blend of analytical (KPIs), strategic, tactical and commercial skills – great attention to detail
- Strong background in using and implementing in Salesforce and experience in using alternative Automation Systems such as Marketo or Pardot
- Great presentation skills (you will be required to present to C-Level management and other Marketing staff)
- Ability to travel occasionally (globally)
- Native English speaker or many years of overseas experience, other language skills will be a bonus

Location: Nuremberg

Start Date: ASAP or upon agreement

Please send your application documents (CV, Certificates, Salary Expectations) referring to **Global Marketing Automation Manager (f/m/d) for Nuremberg** to bewerbben@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.

