

WeDoIT is one of Europe's leading companies for security hardware and software solutions as well as services in the field of encryption of digital transactions and post-quantum cryptography. In our business growth, we place more emphasis on the quality of project implementation than on rapid expansion. With over 30 years of experience, we are a trusted provider of modern security and telecommunications solutions that strengthen digital identity and security in the connected world.

MARKETING MANAGER DESCRIPTION (M/F/D)

We offer you the advantages of a globally successful, medium-sized company: Committed project teams and employees as well as a high level of personal responsibility and short decision-making paths.

We are looking for a marketing manager (m/f/d) with a focus on online marketing part-time (min. 20 hours) or full-time **at our location in** Munich with the option **of working from home** for 1-2 days a week.

TASKS

- Conduct market research to understand consumer preferences, industry trends, and competitive landscapes. This includes analyzing data and customer feedback.
- Develop marketing strategies and plans to achieve the company's marketing objectives and business goals.
- Define the positioning of products or services in the market and determine their unique selling points.
- Identify and segment target audiences or customer personas based on demographics, behavior, and other factors

QUALIFICATIONS

- A marketing manager should be able to develop and implement effective marketing strategies that align with the company's overall goals and objectives.
- Proficiency in data analysis and the ability to interpret marketing metrics and key performance indicators (KPIs) are crucial for assessing campaign effectiveness and making data-driven decisions.
- Marketing managers need to develop creative marketing campaigns, content, and materials to engage target audiences effectively.

- Plan and execute marketing campaigns across various channels, such as digital advertising, social media, email marketing, and traditional advertising.
- Allocate and manage the marketing budget to optimize spending and maximize ROI (Return on Investment).
- Oversee the creation of marketing content, including blog posts, articles, videos, and other materials that resonate with the target audience.
- Implement search engine optimization (SEO) and search engine marketing (SEM) strategies to improve online visibility and drive organic and paid traffic.
- Manage and maintain the company's presence on social media platforms, engaging with followers and creating compelling content.
- Build and maintain relationships with the media, press, and industry influencers. Coordinate press releases and media coverage.
- Use data analytics tools to measure the performance of marketing campaigns, track key performance indicators (KPIs), and adjust strategies accordingly.
- Ensure consistent branding across all marketing materials and activities to maintain a strong and recognizable brand identity.
- Oversee and lead a team of marketing professionals, providing guidance, setting goals, and ensuring the team's success.
- Strong written and verbal communication skills are essential for conveying marketing messages and leading a marketing team effectively.
- Marketing managers often lead and manage a team, so leadership and interpersonal skills are vital for motivating and guiding staff.
- In the modern era, proficiency in digital marketing is crucial, including SEO, SEM, social media marketing, email marketing, and content marketing.
- The ability to allocate and manage budgets effectively to achieve marketing goals is critical.
- Conducting market research to understand consumer behavior, industry trends, and competitive landscapes is an important skill.
- Ensuring brand consistency and recognition is a key responsibility.
- Understanding customer needs and preferences is vital to creating successful marketing campaigns.
- Organizing and coordinating marketing projects and campaigns efficiently is crucial.
- The marketing landscape is constantly evolving, so adaptability to new technologies and trends is important.
- A marketing manager should have a creative and innovative mindset to develop unique marketing approaches.
- Being meticulous in planning and executing marketing campaigns can make a significant difference.

- Collaborate with the sales team to provide them with marketing materials and support to achieve sales targets.
- Explore opportunities for expanding the company's market reach, which may involve entering new geographic regions or customer segments.
- Ensure that marketing activities comply with legal and ethical standards, including data protection regulations and advertising guidelines
- Collect and analyze customer feedback and reviews to make continuous improvements to products, services, and marketing strategies.
- Stay updated on industry trends, emerging technologies, and consumer behavior to adapt marketing strategies accordingly
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- A strong work ethic and determination to meet or exceed goals are often required.
- The ability to analyze issues and find practical solutions is valuable.
- Effective leadership skills to guide the marketing team and inspire others to work toward common goals.
- Awareness of cultural and demographic differences in the target market can be important for global marketing efforts.

WHAT WE OFFER YOU

- A permanent position in an expanding, internationally oriented company
- Competitive salary package and benefits.
- Flexible Working Hours / Hybrid Mode
- Continuous training
- A good working atmosphere in a friendly and helpful team
- Local gym membership
- Company celebrations and events
- Free drinks
- Free parking
- Free or discounted food
- Additional vacation days
- Christmas bonus

Have we piqued your interest? If you have any questions, please do not hesitate to contact us.

CONTACT

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