

Sr. Marketing Project Manager (all genders)

Aximpro
– Munich, Bavaria, Germany

Why Aximpro®

We offer an attractive working environment in a future-oriented industry. You will work independently within a small, young, and dynamic company, with flat hierarchies and short decision-making paths. With us, you can fully contribute and develop your individual strengths further and grow by facing new challenges.

Aximpro is a software and consulting company that has specialised in the field of channel marketing and sales in Europe. We offer a large selection of highly qualified consulting services and Cloud products for technology companies. Our customers include well-known international companies in the IT sector.

For one of our offices, as of the next possible point in time, we are looking for a

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You currently work as a Account Manager, Marketing Project Manager or in a comparable position in a digital agency environment. At Aximpro you will develop into the main contact person for our customers.



YOUR TASKS WILL INCLUDE

- Consulting, planning, controlling and execution of campaigns with focus on new customer acquisition (lead generation) as well as existing customer marketing (CRM), communication to B2B end customers as well as channel partner communication and communication with distributors. Reporting and derivation of measures
- Conception and implementation of a monthly e-newsletter program with a focus on Germany incl. A / B testing, content creation, quality checks as well as dispatch and reporting / derivation of measures and optimization potential
- Responsible coordination, classification and control of all resources for the creation of the individual advertising media incl. prioritization of the projects
- Briefing of the advertising material at the agency-internal relevant departments, handling / coordination of the project, continuous control and comparison with the customer's request, assurance of the quality of the print data / online data as well as the budgetary completion of the project
- Focus on creating and maintaining websites / landing pages, e-mail marketing, apps, SoMe, viral marketing, direct marketing, monthly e-newsletter, content marketing / PR, media collaborations, videos, blogs, SEO / SEA; Offline focus on direct marketing mailings, POS, print advertisements, flyers / brochures, sales / distribution material, material, as well as trade fair communication
- Conception and creation of separate e-mail marketing campaigns taking into account the customer life cycle and tools
- Planning and implementation of individual channel campaigns
- Creation of annual marketing planning, Go2Market campaigns and communication concepts taking into account the respective competition as well as the individual target groups (B2B / Sales)
- Creation of marketing-specific presentations
- Strategic development of the customer
- Budget planning and P & L responsibility



PROFILE REQUIREMENT

- Completed studies with an economics or communication science orientation and / or comparable professional experience
- Sound professional experience in strategic marketing and project management
- Knowledge of Online Producing and Campaign Management
- Experience in the planning, design and implementation of communication measures
- Secure use of Microsoft Office and other applications
- Dedicated, structured and very independent way of working
- Good understanding and market knowledge of the IT industry
- Excellent German and English spoken and written

Have we roused your interest?

If the answer is yes, please send us your current curriculum vitae in PDF format to Andreas Ried at aried@aximpro.com or contact Andreas, mobile: +49 151 25311100 if you have any questions.

We look forward to hearing from you!

