

## Senior Marketing Manager (f/m)

As Senior Marketing Manager you will be responsible for our communication into the Business to Business community. You develop the marketing strategy and lead the implementation of our online, PR and social media campaigns.

### YOUR TASKS

- you define the marketing strategy and key messages in close cooperation with our CEO and tech team
- you build up our marketing, content and PR team to fuel our international expansion
- continuous CRM-based newsletter and social media marketing
- your instruments such as adword, retargeting, lead generation and email campaigns as well as SEO / content marketing strategy generate a powerful and trackable lead generation funnel

### ABOUT EXCENTOS

excentos Software GmbH is the leading technology provider for Online Product Guides and Digital Sales Tools (Guided Selling). Our Product Guides help consumers finding the right products during their buying decision, no matter if we handle B2C or B2B buying decisions.

### SHAPE THE FUTURE OF ONLINE SHOPPING WITH EXCENTOS

If you want to be part of a leading e-commerce technology provider and want to accelerate your career, send us your CV and motivation letter in english to [jobs@excentos.com](mailto:jobs@excentos.com). For further information, please refer to [www.excentos.com](http://www.excentos.com).

We'll be glad to meet you!

### WHAT WE EXPECT FROM YOU

- strong communication and writing skills in English (and ideally also German)
- you not only understand our market and target group, but want to be part of a team that shapes the Guided Selling market
- you can create impressive marketing messages
- you think in KPIs and measurable marketing success
- you set up and control our SEO & content marketing strategy and combine it with adwords and retargeting to create a powerful and effective web-based lead generation funnel

