

buynomics

Content & Online Marketing Manager (m/f/d)



Immediately / upon consultation



Full time

ABOUT US

We help our customers optimize their product portfolios and -prices, which significantly increases their profitability. Our SaaS solution precisely predicts customers' purchasing decisions by using artificial intelligence and behavioral economics. We have developed the most advanced pricing solution in the market. We received pre-seed funding in 2019, and we already have several large enterprise customers from telecommunications, consumer goods, insurance, and software who use our solution to optimize their pricing and product portfolio. With established product-market fit, we now want to build the team that takes buynomics to the next level and accelerates our growth in our target industries.

We are data-driven and results-oriented. We encourage transparent communication and personal growth. We create a modern and dynamic working environment with flat hierarchies assuring your direct impact. We are the pricing strategy of tomorrow. We are buynomics.

Are you identifying yourself with these values and are you a creative person who understands how to place the value of a company in a targeted manner and in different ways? Then join the buynomics team and become part of our success story!

RESPONSIBILITIES

- Content planning, -creation and strategic alignment of our marketing strategy to drive lead generation
- Management of SEA, SEO and SEM activities to position campaigns effectively
- Creation of target group specific relevant and SEO-optimized content for social media, website, newsletter, blogs, landing pages, etc.
- Continuous and audience-oriented optimization of our website, blog posts, editorial content etc. in cooperation with performance marketer
- Conception and implementation of images and videos on our website (e. g. explanation images, product films)
- Analysis of marketing funnel (from lead generation to late pipeline creation) and identification of areas for improvement
- Analysis of market and customer needs to generate optimal lead generation strategies

REQUIREMENTS

- Completed studies in the field of economics, journalism, business, media or communication sciences, interaction design or a related area
- 1+ years of experience in content marketing management (SEA, SEO and SEM)
- Good knowledge of B2B online marketing and automation processes as well as excellent skills in creation and evaluation of marketing data-based analyses
- In-depth experience in creating insightful content and the ability to construct relevant stories for B2B audiences
- Experience in a startup, SaaS/cloud/technology or journalism environment as well as Hubspot exposure are a plus
- Excellent communication skills and affinity for new technological approaches
- Team player with a high level of personal initiative
- Working proficiency in German and English is required

BENEFITS

- A unique opportunity to be a significant contributor by driving the expansion and marketing presence of a highly innovative technology company
- Steep learning curve in the field of content & online marketing
- High responsibility right from the start and enormous growth potential within the company and beyond an initial role
- Deep insights into the different industries and strategies of our client groups
- Competitive compensation

Do you want to become a key part of the buynomics growth story and help us build a true champion in a fast-growing industry?

Please send your application incl. CV, cover letter and certificates to sherin.leisgen@buynomics.com.

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