



PAC is the #1 European-focused analyst, research, and advisory firm for the IT industry. We are a data-based company with strong consulting DNA. With more than 40 years of experience, and operating out of five countries, we are the preferred partner for business leaders and IT executives, providing support in their decision-making.

Are you passionate about new technologies and marketing?

Join our team in Munich as a

Digital Marketing Manager (f/m/d)

We are looking for highly self-driven candidates with analytical skills to help drive paid and organic customer acquisition for our business. The Digital Marketing Manager will own key advertising, social platforms, and channels. In this role, you will be responsible not only for optimizing marketing campaigns, but also for evolving our approach and analysis of these channels. We are seeking top digital marketers to become an integral part of our team in our office in the heart of Munich!

Your responsibilities

- Plan and execute digital marketing campaigns.
- Identify and target audiences.
- Develop and manage website content.
- Analyze keywords, web traffic, and market trends to make data-based decisions.
- Manage communications between production and creative teams.
- Analyze reporting, as well as channel insights, to recommend strategic improvements.
- Monitor and analyze the effectiveness of marketing content.
- Collaborate with the sales and management teams to manage user conversion and engagement with the goal of increasing traffic from various channels.
- Collaborate and drive alignment across an array of internal teams (such as development, sales, product management, marketing) to define the appropriate product marketing mix, strategy, and go-to-market activities.
- Measure and internally communicate how your activities support revenue growth and engage customers.

What's on offer ?

- An incredible opportunity to expand your network with some of the largest IT service and software providers in the world.
- A diverse and responsible job in a very dynamic environment: You are responsible for complex and exciting tasks and have the opportunity to realize your creative ideas.
- A fantastic team full of energy, with a flat hierarchy and open culture, uncomplicated cooperation, and joy in mutual success.
- You will be given a permanent employment contract, as we value long-term cooperation with our employees.
- Our Munich office is located in the heart of Glockenbachviertel.

Your qualifications

- 4+ years of experience in a tech-focused, B2B demand generation/digital marketing role.
- Experience in B2B marketing and lead generation.
- Strong analytical thinking.
- Excellent communications and organizational skills.
- You need to be a self-starter and be comfortable leading marketing efforts and setting success metrics for those efforts.
- You are able to translate high volumes of ambiguous or conflicting information into concise insights.
- You are an outstanding strategic problem-solver with a customer-centric mentality.
- We require very good written and spoken German and English skills. Good French skills are another plus.

This position is for ambitious marketers who have the desire to advance their careers while contributing to the success of a small but impactful team in the heart of Munich that works with the top IT service and software providers around the world.

You think you're the right person for this role?

Submit your detailed application with the subject "Digital Marketing Manager" including CV, LinkedIn profile, your earliest start date, and your salary expectations to career@teknowlogy.com.