

For our office in Pfungstadt we are looking for a Marketing Automation Specialist (m/f/d)

Have you mastered the latest tools and technologies in marketing automation to deliver personalized content along the customer journey and optimize the lead management process? Then take the next career step, become part of our dynamic marketing team and help us achieve our growth goals as a Marketing Automation Specialist!

Your Tasks

- > You plan appealing email marketing campaigns for existing and new customers and realize them with the help of marketing automation in HubSpot
- > You define workflows for lead nurturing along the customer journey and, in coordination with the supervisor, build a funnel marketing for lead generation
- > You analyze sent mailings, evaluate them and use A/B tests to constantly optimise the target group approach
- > You coordinate closely with our sales team on lead status
- > You also support events, trade fairs and webinars from the invitation process to the follow-up with convincing mailings
- > You will report directly to our Director Marketing

Our Expectations

- > You have completed a commercial apprenticeship or a degree with a focus on marketing/communication and at least 3 years of professional experience- IT industry would be a plus
- > You have extensive experience with marketing automation in HubSpot
- > You are characterised by a careful, structured and independent way of working, are a team player, sociable and enjoy communicating
- > You are comfortable with MS Office (Word, Excel, Power Point)
- > Your German skills are very good and you can also communicate in English - both written and spoken.

About eperi

Only 4 percent of IT managers worldwide believe that their company's sensitive data is very secure on the Internet. That's why we're rethinking data security and aiming to give organizations back sovereignty over their data.

As a leading provider in the IT security industry, we have years of experience in data encryption for cloud applications. Our innovative, patented multi-cloud technology provides organizations with unrivaled data protection for SaaS applications, individual applications and files.

If you would like to join us in our vision of more data protection and compliance, then apply to us.



We offer

- > You can expect a motivated, diverse and international team with flat hierarchies, fast decision-making processes, feedback culture at eye level and the common will to develop our company with a clear and sustainable growth strategy
- > With us, you can quickly take on responsibility, work independently and have plenty of room for your own ideas
- > You will receive a permanent employment contract, a competitive salary and additional benefits, such as drinks, fruit and regular employee events
- > For your professional and personal development, we provide individual training tailored to your tasks
- > Hybrid Work: With a mix of home office and office days, we combine the best of both worlds to give you a good balance between flexibility and regular exchange on site
- > Workation: You love to travel and would like to work on the road? No problem! As long as you do your job, you can also work abroad temporarily by individual arrangement

Do you see a personal challenge in this responsible task? Apply now - and become part of the **eperi**® team!

Contact

The offered position catches your interest and you think that we'd be a good match? In that case we are looking forward to hearing from you.

Please send your application to:

Sinah Karatas

jobs@eperi.de

+49 6157 956 39 00

eperi.com