

Role Description

Marketing Manager (m/f/d)

You are an expert in marketing activities and love to find innovative solutions to successfully position products and services in the market? You are a creative mind with an excellent understanding of our customers' needs and a talent for translating them into effective marketing messages?

For you, it's not just about what you do, but also about the surrounding environment? An inspiring, motivating, but also appreciative corporate culture is important to you? You are a team player and value a respectful and supportive team spirit?

Then welcome to maguro professional services!

As a Marketing Manager, you will present our company with a creative and convincing marketing strategy that highlights our unique qualities and values.

You are responsible for:

- Conducting market and customer analyses to understand trends, needs, and preferences of our customers and developing a marketing strategy accordingly,
- Developing marketing strategies to promote and sell our services and products,
- Setting marketing goals to measure and evaluate the success of marketing campaigns and strategies, as well as analyzing the results and adjusting the strategies, if necessary,
- Creating content for marketing materials such as our corporate websites, social media platforms, and brochures for in-person events,
- Implementing marketing activities such as advertising, PR, events, social media marketing, and email marketing,
- Managing the marketing budget and ensuring that all marketing activities are conducted within budget,
- Collaborating closely with the management, sales, and consulting teams to align marketing activities with corporate goals.

You bring the following qualifications:

- A strong consulting mindset and customer and team orientation combined with high initiative,
- Several years of professional experience in marketing digital services and products, including the development and implementation of marketing strategies and campaigns as well as the creation of marketing content,
- A completed degree in marketing or a comparable education,

- Excellent professional competence, good analytical and project management skills, as well as creativity, inventiveness, and (very important!) a lot of fun and joy in understanding customer needs and creating effective marketing messages,
- And last but not least... strong social skills, empathy, and excellent communication and presentation skills in both German and English.

Our offer, your advantage:

In addition to a challenging and responsible role with plenty of room for creativity, we offer an environment where you can develop and grow, while feeling safe and supported. We place particular importance on a culture of appreciation, team spirit, respect, trust, and support.

Our offer also includes:

- ***Mobile working and flexible working hours*** – our employees decide for themselves when and where they work best and can balance their private and professional lives well; whether virtually from home or in person at the office, we provide plenty of space for exchange, collaboration, and creative ideas.
- ***Learning, developing, and growing beyond yourself*** –
 - building new skills through training and further education opportunities, leadership, and mentoring programs,
 - receiving new perspectives through team development, coaching, feedback, and development discussions,
 - and trying something new with job rotation and various project and partner formats.For us, (people) development is not just a benefit, it is part of our DNA and indispensable for not only surviving but also growing and unfolding in a constantly changing world. Let's rock the challenges!
- ***Growing together, benefiting together*** – our employees are at the center of our business! Only with satisfied, engaged people who enjoy what they do, will we be successful together! And for this reason, we want to share our success with our employees and offer maguro stock options.
- ***Together for a better world*** – sustainability is a matter of heart for us; whether it's sustainable mobility with a job ticket or business trips by train, regional organic products in the office kitchen, or corporate philanthropy models (pledge1percent.org)... together with our employees, we decide where we can make a real contribution to more sustainability and thus make our world a little bit better.

Do you identify with the tasks, description, and our corporate culture?

Great! Then apply now at hello@maguro.de.

We look forward to hearing from you! 😊