

SPDL

SIEMENS PERSONALDIENSTLEISTUNGEN

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die mehr wollen.**

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Performance Marketing Manager (m/f/d) - SEA

1210 Vienna, Job-ID: y8317y69, #Search Engine Advertisement

At SIEMENS Personaldienstleistungen GmbH (SPDL), a subsidiary of Siemens AG Austria, an exciting work environment backed by over 25 years of experience awaits you. We offer challenging opportunities within the diverse Siemens Group and with our well-known clients across Austria. We believe in equal opportunities, cultural diversity, and shared success.

We are looking for a talented **Search Engine Advertisement Professional (m/f/d) to join the team at Siemens AG from Austria (Vienna).**

This role will be part of the Siemens AG team based in Erlangen, Germany. In this role you will play a vital role in developing and implementing effective SEA strategies that drive traffic, engagement, and conversions across our client's digital platforms.

Your responsibilities

- Develop and execute SEA strategies aligned with business goals, specifically tailored for B2B target audiences and complex sales cycles
- Consult stakeholders across various B2B business units to ensure a joint strategic approach
- Analyze and report on SEA campaign performance, providing optimization recommendations
- Conduct keyword research, data analysis and trend identification for SEA strategies
- Collaborate with content and design teams for SEA-optimized content
- Monitor website traffic and user behavior to optimize site architecture, content and SEA
- Stay current with industry trends, algorithms and best practices
- Communicate progress and explain technical concepts to stakeholders

Your perspective

Depending on the specific qualifications and professional experience, a gross monthly salary of at least EUR 3.780 is envisaged (this in any case exceeds the minimum salary under the collective agreement). The final salary agreement will be reached in a personal meeting.

At our client you enjoy and value the freedom of a flexible mix of working from home and in the office. You

Your qualifications

- Bachelor's degree in Marketing, Communications or a related field
- Several years (3+) of professional experience in SEA strategy development and implementation, ideally in a B2B environment
- Proven experience in conceptualizing and executing SEA campaigns for B2B products or services
- Proficient in SEA tools such as Google Analytics, Searchmetrics, SEMRush, Ahrefs, Moz, and Google Ads
- SEO experience is a plus
- Strong analytical skills to interpret complex data and inform decision-makers
- Good communication skills in both German and English (written and spoken), able to convey technical concepts to non-technical stakeholders
- Passion for digital marketing and staying up-to-date with industry trends

How do I apply?

We are looking forward to receiving your online application!

Contact: Ebru Gönlüsen

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will also benefit from a flat hierarchy and a transparent company structure. The position is available at the earliest possible entry date. This may best be discussed in a job interview.

Ihre Vorteile



Benefits



Gesundheit



Homeoffice



Weiterbildung