

Omnichannel Performance Marketing Manager (f/m/d)

1210 Vienna, Job-ID: 4armxqaf,

At SIEMENS Personaldienstleisungen 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 **Omnichannel Performance Marketing Manager (m/f/d) to join the team at Siemens AG remotely from Austria (Vienna)**. This role will be part of the Siemens AG team based in Erlangen, Germany.

Your responsibilities

- **Omnichannel Strategy & Planning**: You strategically plan performance marketing campaigns for reputation and demand generation across social media, media buying, programmatic advertising, and SEA, identifying the most effective channels and creating innovative distribution approaches.
- **Team Coordination & Execution**: You work closely with internal stakeholders and coordinate a team of channel experts and marketing managers to ensure strategy translates effectively across each channel's unique environment.
- **Customer Journey & Performance**: You oversee target group segmentation, user engagement, and content performance while enhancing user experience and ensuring a consistent customer journey across all campaign stages.
- **Data Analysis & Optimization**: You measure campaign effectiveness by defining and monitoring KPIs, analyzing and interpreting data in real time to inform decisions and continuously optimize campaigns toward your goals.
- **Market Intelligence & Support**: You conduct audience and market trend analyses, benchmark competition to stay ahead of the curve, and support regional channel experts in implementing campaigns across their respective markets

Your qualification

- **Education & Experience**: You hold a Bachelor's degree in Marketing, Business Administration, or a related field, with several years of practical experience in paid digital media marketing.
- **Technical Mastery**: You have proven expertise in managing paid media campaigns across PPC platforms (Paid Search, Programmatic/Display, Social Media), with hands-on knowledge of Google Ads, LinkedIn, Meta, and Reddit advertising and audience targeting techniques like A/B testing and keyword research.
- **Platform Proficiency**: You're comfortable with web analytics, tracking, and media targeting tools (Sprinklr, AdServer, AMO, DV360) and use them confidently to analyze large datasets and uncover insights.
- **Analytical & Detail-Oriented**: You're a quick learner and goal-driven professional with a keen eye for detail – an analytical thinker who excels at working with numbers, statistics, and large datasets to identify opportunities and drive improvements.
- **Collaborative & Proactive**: You thrive in dynamic, international, interdisciplinary, and agile project teams with a proactive, inclusive attitude and strong interpersonal skills that enable you to build networks across diverse teams and geographies. Fluent in English; German is a plus.

Your perspective

How do I apply?

Depending on the specific qualifications and professional experience, a gross monthly salary of at least EUR 3.890,- 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 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.

Your Benefits



Gesundheit Handy Homeoffice Weiterbildung

We are looking forward to receiving your online application!

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