

SPDL

SIEMENS PERSONALDIENSTLEISTUNGEN

**Für alle,
die mehr wollen.**

siemens.at/spdl/jobs



Marketing Automation Manager (m/f/d)

1210 Vienna, Job ID: c41ymic7
Siemens Personaldienstleistungen (SPDL) is a subsidiary of Siemens AG Austria with over 25 years of experience. We provide exciting job opportunities with the Siemens Group and customers throughout Austria. Equal opportunities for all people, cultural diversity, and compliance with legal and contractual regulations characterize SPDL.
For our client, Siemens Digital Industries Austria, we are looking for a Marketing Automation Manager (m/f/d) for 38.5 hours per week, effective immediately. This position can be done fully remote anywhere in Austria.

The Marketing Automation Manager is responsible for executing, training, and aligning global marketing automation initiatives end-to-end. This role ensures seamless execution of global email campaigns, lead management processes, and CRM integrations, driving improved engagement and revenue impact. It plays a critical role in optimizing business processes, maintaining high-quality standards, and scouting innovative automation trends to strengthen Siemens' digital marketing strategy.

Your Tasks

- Plan, execute, and optimize global email campaigns, buyer's journey frameworks, segmentation strategies, and forms management
- Consult with and train our global teams on marketing automation and lead management, establishing best practices and implementing technical solutions
- Link digital marketing tactics with CRM systems (e.g., Salesforce) to enhance customer engagement and ensure transparent revenue attribution
- Analyze campaign performance data, derive actionable insights, and report KPIs to stakeholders for continuous improvement
- Ensure all marketing automation activities comply with GDPR and other data privacy regulations

Your Perspective

Depending on specific qualifications and professional experience, a gross monthly salary (Full-time Basis) of at least 4.000 EUR is expected. The final salary agreement will be reached in a personal interview.

As part of a major international group, we offer you interesting career prospects and further training options with a wide range of opportunities to make the most of your potential.

Your Qualifications

- Bachelor's or Master's degree in marketing, computer science, business administration, or a related field
- 3-5+ years hands-on with marketing automation platforms (e.g., Oracle Eloqua, Marketo, Hubspot, Salesforce) and in B2B digital marketing. (Nice to have: Salesforce, analytics systems like Power BI, and experience in multinational industrial/tech organizations)
- Strong understanding of marketing automation tools, CRM integrations, ability to translate business requirements, and knowledge of campaign performance measurement/data analytics
- Strong problem-solving, proactive, results-driven, excellent communication, collaborative team player, reliable, detail-oriented, flexible, and adaptable in global, remote, agile environments
- Fluent in English (written and spoken)

How do I apply?

If you are interested in this challenging and diverse position, we look forward to receiving your online application!

Contact Details: Rafael Fletzberger

Tel.: +43 664 885 57 812

Ihre Vorteile



Gesundheit



Handy



Homeoffice



Kantine



Parkplatz



Weiterbildung