


# Performance Marketing Manager - Social Media (m/f/d)

1210 Vienna, Job-ID: sg91089d,

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 talented **Social Media Professional (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. As a Performance Marketing Manager Social Media, you will be responsible for campaign execution with a strong focus on social media

## Your responsibilities

- **Campaign Strategy & Optimization**: You strategically plan, implement, monitor, and optimize social media campaigns working closely with internal stakeholders and campaign owners to drive measurable results.
- **Audience Insights & Performance Management**: You conduct target group segmentation, audience and market trend analysis, and competitive benchmarking to stay ahead of the curve.
- **Content & Engagement Excellence**: You manage user engagement and content performance on social media advertising, making data-driven decisions to maximize impact.
- **Campaign Effectiveness & Analytics**: You measure campaign success by defining and monitoring KPIs, analyzing and interpreting data, and recommending actionable improvements based on insights.
- **Cross-functional Collaboration**: You collaborate with and enable colleagues across the organization, ensuring alignment and knowledge-sharing in a dynamic environment.

## Your qualification

- **Proven Expertise in Performance Marketing**: You have a minimum of 2 years of experience as a Performance Marketing Manager in paid digital media marketing, with hands-on expertise in paid social campaign execution across platforms (Social Media, Paid Search, Display).
- **Technical Mastery & Tools**: You're proficient in campaign management tools (Google Ads, LinkedIn/Meta/Reddit advertising), analytics platforms (AMO, Sprinklr, AdServer, DV360), web analytics, and tracking – and you use them confidently.
- **Data-Driven & Detail-Oriented**: You have an analytical mindset, are comfortable working with numbers and statistics, and excel at A/B testing and audience targeting to optimize every campaign element.
- **Strategic & Collaborative**: You're a team player experienced in international and agile project teams, demonstrating proactive initiative and strong intercultural communication skills.
- **Technical & Language Skills**: You're proficient in technical tools and platforms, have solid web analytics knowledge, and are fluent in English.

## 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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