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

1010 Vienna, Job-ID: eOp3utqi, #SocialMedia #remotejob

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 **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

- You strategically plan, implement, monitor, and optimize social media campaigns working closely with internal stakeholders and the campaign owners
- You are responsible for target group segmentation, user engagement and content performance on social media advertisement.
- You conduct audience and market trend analysis, as well as competition benchmarks
- You measure the effectiveness of our campaigns by defining and monitoring KPIs, including analysis and interpretation of data. Based on your results, you decide which actions to take regarding the improvement our campaigns.
- You collaborate with and enable other colleagues in the organization

### Your perspective

Depending on the specific qualifications and professional experience, a gross monthly salary of at least EUR 3.780

### Your qualification

- Experienced in paid marketing management with a minimum of 2 years in paid digital media marketing, focusing on social media campaign execution
- Proven expertise in campaign management, including setting up and managing paid media campaigns across biddable and PPC platforms (Social Media, Paid Search & Display), audience targeting, keyword research, A/B testing, and using relevant tools (Google Ads, LinkedIn, Meta advertising & analytics)
- Analytical and data-driven mindset and comfortable working with numbers and statistics to optimize campaigns
- Team player experienced in international and agile project teams, demonstrating a proactive and strong intercultural skills
- Proficient in technical tools, familiar with web analytics and tracking, and skilled in utilizing key platforms such as Sprinklr, AdServer, AMO
- Willingness to travel occasionally (especially to Erlangen, Germany) and fluent in English communication

### How do I apply?

We are looking forward to receiving your online application!

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.

**Contact: Ebru Gönlüsen**

**Tel.:** +43 (0) 664 885 59 218

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.

## Ihre Vorteile



Benefits



Gesundheit



Homeoffice



Weiterbildung