

SPDL

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

1010 Vienna, Job-ID: xvz2hqo3, #SEA #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 **Search Engine Advertisement 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. 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 that align with our business goals and objectives
- Consult various stakeholders to follow the joint strategic approach
- Analyze and report on the performance of SEA campaigns, providing recommendations for improvement
- Conduct keyword research, analyze data, and identify trends to inform SEA strategies
- Collaborate with the content and design teams to create SEA optimized content that engages and converts our target audience
- Monitor and analyze website traffic and user behavior to optimize site architecture, content, and SEA strategies
- Stay up-to-date with industry trends, search engine algorithms, and best practices to ensure our SEA strategies are effective and innovative
- Communicate with clients to provide progress updates and explain technical concepts in an easy-to-understand way

### 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.

### Your qualification

- Bachelor's degree in Marketing, Communications, or a related field
- 2+ years of experience in SEA strategy development and implementation
- Knowledge of SEA tools such as Google Analytics, Searchmetrics, SEMRush, Ahref, Moz and Google Ads
- Experience in SEO is considered an advantage
- Strong analytical skills and the ability to interpret complex data to inform decision makers
- Excellent communication and interpersonal skills with the ability to effectively communicate technical concepts to non-technical stakeholders
- Passion for digital marketing and staying up-to-date with industry trends and best practices
- Ability to work independently and as part of an English-speaking team

### How do I apply?

We are looking forward to receiving your online application!

**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