

You have experience in online marketing for B2B companies and a passion for planning and implementing campaigns? You like to work based on data to make success measurable? Are topics such as websites, SEO and SEA part of your daily work?

Then we look forward to welcoming you to our marketing team in our Regensburg office as:

ONLINE MARKETING MANAGER (M/F/X)



JOB DESCRIPTION

- Updating, monitoring and further development of the OneVision website, customer portal and intranet
 - Embedding content, images and videos
 - Administration and monitoring of analytic tools to gain valuable insights
 - Regular alignment with external web agency for the continuous optimization of channels
- Maintenance and optimization of search engine marketing
 - Keyword research to improve organic search results
 - On-page and off-page optimization (e.g. meta tags, headings, alt texts)
 - Planning, creation and optimization of Google Ads campaigns
 - Analysis and reporting of campaign performance using tools such as Google Ads and Google Analytics
- Creation and implementation of email marketing campaigns
 - Analysis of campaign performance (e.g. open, click and conversion rates) and derivation of data-driven measures for optimization
 - Maintenance and segmentation of email distribution lists for targeted communication



WHAT YOU EXPERIENCE

- Long-term perspectives
- A pleasant working atmosphere with short communication and decision-making channels
- An open-minded and motivated team with professional and helpful colleagues
- Cooperation with well known companies
- Good transport connections
- Flexible working hours
- Beverage flat rate & fresh fruits



QUALIFICATIONS

- Completed marketing studies with a focus on online marketing/SEO/SEA or comparable qualification
- Experience in working with common CMS (Wordpress, Typo 3, etc.) and email marketing tools such as MailChimp
- Profound knowledge and experience in the field of SEM, including common tools
- Skills with Adobe Creative Cloud tools an advantage
- Responsible, flexible and reliable way of working with a hands-on mentality
- Experience with the management of social media channels within a B2B context
- Fluent in written and spoken German and English Profound knowledge with Microsoft Office tools like Word, PowerPoint

Can you identify with one or more of the above areas?

Then we look forward to receiving your application by email to career@onevision.com www.onevision.com/career