

Senior Marketing Manager B2B (all genders)

BRING YOUR TALENT TO THE TECHNOLOGY BEHIND TRAVEL

Please note: Non-EU citizens need to have a work permit.

The conditions for this job do not meet the requirements for an EU Blue Card.

GIATA is an internationally active company in the travel technology sector with customers in almost 80 countries. As market leader in the area of content, we offer hotel descriptions in 25 languages as well as the biggest hotel matching database globally. Our headquarters is located in the beautiful area of Berlin-Kreuzberg, not far from the Oberbaum Bridge.

At GIATA, we believe that complex problems deserve simple solutions. It is important to us that our services are provided to a high quality standard, but can be easily accessed by everyone. We work together to provide the next generation of travel technology products.

If you are highly motivated, have a degree of technical understanding, and a cooperative atmosphere as well as lots of fun in the workplace are important to you, then we look forward to your application!

In order to further drive our growth globally in the B2B area, we are looking for the following to join our team as soon as possible: **Senior Marketing Manager B2B (all genders)**

Your role:

- Independent conception (in house, no agencies) and implementation of B2B online and offline marketing measures in close cooperation with other departments (team leaders) and the management team
- Independent analysis and optimisation of campaigns (incl. A/B tests), email marketing, SEO, SEA (Google Analytics & Google AdWords)
- Development of a strategy to address international markets
- Social media marketing
- Organisation and distribution of press releases
- Organisation and coordination of trade fairs (national and international)
- Design and production organisation of brochures, flyers, etc. in cooperation with our graphic designer
- Proactive support of the team with all organisational and administrative tasks in operative day-to-day business
- Contribution to the design of the corporate website in cooperation with external service providers and consultants

Your profile:

- Practical professional experience in online and offline marketing (B2B), ideally in tourism or SaaS
- Experience with Google Analytics and Google AdWords
- Affinity with digital media
- Stylistic confidence in your written expression and editorial strength
- Excellent verbal and written communication skills in German and English
- Sound knowledge of MS Office programmes
- Quick comprehension, strong analytical skills and the ability to act logically/pragmatically
- Excellent organisation skills
- Reliable and structured approach to work
- 3-5 years work experience in marketing

The following are desirable, but not essential:

- Knowledge of WordPress
- Knowledge of HubSpot CMS/Marketing Hub
- Touristic background
- Other languages

We offer you

- Job with a market leader near the Oberbaum Bridge (good transport links)
- Good working atmosphere, flat hierarchies
- Flexible working hours (40 hours per week)
- Flexitime
- Contact with the largest international companies in the tourism industry
- A dynamic, open-minded team
- Company phone
- The opportunity to use the Travel Industry Card benefits (e.g. travel across Germany by train in 1st class for under €28)
- Support for your professional development
- Complimentary coffee, tea and fresh fruit; company events

If this appeals to you,
we look forward to receiving your detailed application **by email only** at: jobs@giata.com

Please attach your documents (cover letter with salary expectations and preferred start date, curriculum vitae, references) as a PDF file.

Your contact person: Ms. Soualmi
We look forward to meeting you!

Visit us at
www.giata.com 