

You want to get involved in work that really matters?

Job at Digital Circular Economy Experts

Online Marketing Manager (m/f/x)

Location: **remote/ based in Germany, Austria or Spain**

Employment type: **full time**

SynoptiCons is a young **fast growing digital and business transformation consultancy** providing quality service to clients. Founded in 2019, SynoptiCons offers many years of combined experience in the circular economy, manufacturing and retail & distribution sector.

We are looking for an **Online Marketing Manager** to sell our B2B software solutions online. You will be part of a cross-functional team responsible for building a comprehensive and cross-product marketing strategy. As an Online Marketing Manager (m/f/x) you should be familiar with all **online media channels**. You should also be a team player with a knack for visual design and utility. If you're also familiar with Agile methodologies, we'd like to meet you.

Your Role

- Increasing the visibility of our web presence with the aim of generating inbound B2B leads
- Designing, managing and executing the B2B user acquisition campaigns across media channels (e.g. Paid Social, Search, Display, Ad Networks, Microsoft Advertising, Programmatic)
- Ensuring proper tracking, analysis and reporting
- Performance monitoring and ROI optimization
- Trend observation and derivation of recommendations for actions for the further development of the channel mix

Your Profile

- Proven experience as a Online Marketing Manager or similar role with 3+ years of experience
- Knowledge of latest marketing technologies and tools
- Creative mind who enjoys working in a cross-functional team and wants to break new ground for international clients in a fast-paced industry
- Fluent in English, German desirable
- optional: experience in conducting SEO analyses with the appropriate data analysis tools such as Google Analytics, Google Search Console

Your Benefits



Fair compensation



Home office



Collaboration with all parts of the company



Spend time abroad

Your Application

We offer an attractive compensation package depending on experience and qualifications.

Sounds interesting to you? Send your application to careers@synopticons.com.

[More about us >](#)

