



Content Marketing Manager - DACH

BERLIN

We are looking for an amazing, data-driven, **German** speaking inbound marketer to own the top-of-the-funnel for HubSpot in DACH - based in the Berlin office.

You will join the international branch of our **German** Marketing team responsible for the development and execution of your own country specific campaigns. We love independent thinkers who are prepared to take on serious responsibilities, who are interested in joining our extremely collaborate and laid-back environment while also striving to get the best results possible.

Responsibilities:

- **Build and manage a rich content/editorial calendar** that attracts a qualified audience to our owned properties including white papers, ebooks, reports, webinars, infographics, co-marketing, etc.
- **Grow new leads**, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers).
- **Establish closed-loop analytics** around your campaigns and content to understand how your inbound marketing activity is generating traffic and leads - and how we can grow it even faster.
- **Establishing a social media strategy** to further increase our reach and performance on our Facebook, Twitter, LinkedIn and Instagram accounts.
- Work closely with the search strategist and growth marketer in the team to identify trends and create compelling content offers.
- Work closely with marketers in EMEA and with the German sales team.

Requirements:

- BA/BS degree or equivalent work experience.
- Professional fluency in **German** and English
- Have a minimum of 2 years of B2B marketing experience (ideally SaaS), copywriting, content strategy, and blogging - with the goal of generating web visitors and leads (if no experience, you'll need a stand out reason for why you're right for the job - high uni results, side project, etc).
- Excellent communicator and creative thinker, with an ability to use data to inform all decisions.
- Be an agile and experimental learner, bringing new ideas to the team and moving at a fast pace to hit aggressive goals.
- Proficiency in HubSpot's marketing automation and blogging software in order to generate traffic, convert visitors into leads, and then nurture them (using dynamic workflows) into converted customers. If you don't have any already, start a trial here: <https://offers.hubspot.com/free-trial>
- Bonus skills: HTML/CSS, Adobe Creative Suite, project management tools such as Trello or Jira

To apply: Please submit an application [here](#).