



CREATE AN INGENIOUS FUTURE

Ingenious Technologies is the market-leading independent technology provider for business analytics and marketing automation in the online marketing industry. Our clients include brands and companies from retail, fashion, lifestyle, finance, travel and telecommunication sectors. We offer an integrated platform, developed with state-of-the-art technology, for efficient online marketing and e-commerce.

To be the best, we are always looking for the best – we are looking for you!

Join our team in Berlin as

TEAM LEAD MARKETING (M/F) – ONLINE MARKETING & BRANDING

Shape your career with a challenging and inspiring position at Ingenious Technologies.

YOUR NEW JOB

- **You take the lead:** Strategic and operational marketing responsibilities as well as management of the marketing team
- **You are an online marketing professional:** Planning, managing and controlling of all online and offline marketing activities
- **You have everything under control:** Monitoring of the collaboration among the international sales, operations and product management teams in accordance with the established processes
- **You have a clear overview:** Planning and monitoring of online and offline marketing budgets as well as monitoring of the performance of the KPIs
- **You are visionary and think outside the box:** Development, optimisation and implementation of promotions for clients, partners and products
- **You know the industry:** Active market observation and analysis
- **You are a strong communicator:** Maintenance of all digital communication channels
- **You see the big picture:** Collaboration with the sales and marketing team
- **You have a creative side:** Conceptualisation and agile implementation of campaigns
- **You are a talent for organising events:** Conceptualisation, coordination and controlling of events

YOUR SKILLS

- A university degree (e.g. in business administration) with specialisation in (Online) Marketing or similar qualifications
- At least 3 years of relevant business experience with a proven record of success in online marketing and sales, ideally in the field of B2B or Technology
- Profound knowledge of all areas of online marketing (e.g. SEO, SEA, Retargeting, Display and Affiliate)
- Proficient in MS Office, social media, analysis tools as well as in HTML and content management
- Entrepreneurial thinking
- Strong analytical and conceptual thinking
- Excellent time, project and self management skills
- Result-oriented and independent worker
- Business-fluent communication in German and English is a must. Any other European language is a plus.
- Willingness to travel for external events and client appointments
- Ideally first leadership experience and joy in staff development
- A healthy portion of humour

WHAT WE OFFER

Let the positive working atmosphere in our highly-skilled and professional team inspire you. In order for you to unleash your potential, we rely on trust. Create your own daily routine to deliver the best results. You can find us in the heart of Berlin, Europe's favorite start-up location.

We are looking forward to hear from you! Please send us your application, including related documents, as well as your earliest possible date of entry and salary expectation.

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