

## + BE YOURSELF – BECAUSE THAT’S HOW WE WANT YOU TO +

At Anexia, we take responsibility for all the **challenges of the digital world** – each and every day. That’s because we see ourselves as the **“Digital Transformation Engine”**. And how do we succeed in this mission? It’s simple. We are a family of facilitators with innovative ideas. We’re capable of, want to, and allowed to make things happen. That’s what makes us so unique! Do you want to be a part of our digital revolution and make history with us? **#joinourrevolution**

## MARKETING MANAGER (M/W/D)

Klagenfurt, Vienna, Graz | full time

As a Marketing Manager, you are part of the marketing team and, in addition to a wide range of marketing projects, you are also responsible for setting up, maintaining and developing the entire CRM area.

### #PROFILE



As part of the marketing team, you will be responsible for marketing projects – from conceptualization to implementation - as well as organizing a wide variety of promotional activities in a coordinated manner. Furthermore, as a marketing manager with a focus on customer relationships, you are involved in the project to develop a CRM system for the Anexia Group (primarily the brands Anexia [B2B] & netcup [B2C]). You will independently develop a strategy to target customers, as well as rely on your experience to create operational processes that yield smooth CRM campaigns. You are also responsible for the operational implementation and monitoring of the campaigns. Your role will include establishing, maintaining and further developing customer relationships. In your position, you’ll work closely with Sales, Product Marketing and other departments. “Net Promoter Score”, “customer retention rate” and “conversions” are terms that you’re familiar with.

#### Marketing Manager Responsibilities:

- Planning, coordinating and executing marketing activities in B2B (Anexia) & B2C (netcup)

- Handling projects independently and collaborating in ongoing marketing measures
- Creating, supporting and optimizing campaigns
- Cross-departmental/divisional coordination of relevant marketing topics

**CRM Tasks:**

- You work independently to develop a CRM strategy and you are part of the project to build a CRM system
  - You pursue your goal of continuously strengthening customer relationships
  - You design CRM campaigns and implement them across a wide range of channels
  - You are responsible for the continuous survey of the satisfaction of our customers
  - You continuously analyze performance (KPIs) and derive optimization measures
- 

**#WANTED**

- Proven success track record in tech marketing in SaaS environment or similar tech industry
- min. 3 years of professional experience as Marketing Manager/Customer Relation Manager or related position
- You understand the language of the tech audience and are proficient in communicating through channels that this audience uses
- Degree in economics or equivalent training an advantage
- Experience with CRM systems
- Very good knowledge of German and English, both written and spoken
- Enjoying the interaction with customers and other stakeholders

## #REWARD

Anexia grew up as a family, and with our growth strategy, we intend to keep it that way. We like to take responsibility, respect one another, and we know that we can achieve whatever we put our minds to. We look after Anexia, and Anexia looks after us. Enthusiasm, experience, and competence count, so you can expect a fair salary and numerous benefits.

### salary range



### Our benefits



We are more than just a workplace. Therefore, we offer our employees many benefits (which partly depend on your position and location): good transport connections and flexible working hours. Period. Not to mention further training, a mentoring program, free parking, a mobile phone and notebook, snacks and drinks, company cars, employee events, a fun corner, ...

## #JOINOURREVOLUTION

APPLY NOW

## #ABOUT

Anexia is offering high-quality and individual cloud- and managed hosting solutions as well as individual software and app development. Anexia is also running its own, independent data centers. Founded in 2006, Anexia is headquartered in Klagenfurt and has offices in Vienna, Graz, Karlsruhe, Nuremberg and New York City. The company serves numerous international customers.



Over 350 employees at more than 5 office locations in Austria, Germany and the USA



We are ISO-certified and have had a "very good credit rating" for years



Customers such as Lufthansa, McDonalds, TeamViewer, and many more trust in our quality

anexia

netcup®

TELEMATICA

DATASIX  
DATACENTER

SSP  
EUROPE

## **You have questions?**

Marina MAROS | Telephon: [+43-50-556](tel:+4350556) | E-mail: [career@anexia-it.com](mailto:career@anexia-it.com)