

WE ARE

HIRING!

MARKETING MANAGER (M/F/D)

COMPANY DESCRIPTION

FELLOWPRO AG is a pioneering company based in Munich, specialising in process optimisation through innovative automated document processing solutions. Our flagship technology, DocBits, revolutionises how businesses handle and streamline their document workflows, enhancing efficiency and accuracy across operations.

As a trusted partner for industry-leading platforms like Infor and SugarCRM, we empower organisations to integrate seamlessly with robust enterprise solutions. Our expertise extends to delivering tailored automation strategies that meet the unique needs of our clients, fostering growth and operational excellence.

At FELLOWPRO AG, we are dedicated to fostering a dynamic and collaborative environment where innovation thrives. Our team comprises skilled professionals who are passionate about leveraging cutting-edge technology to solve complex business challenges. Join us and be a part of a forward-thinking company where your contributions make a tangible impact.

ROLE DESCRIPTION

FELLOWPRO AG is looking for an analytical and creative Performance Marketing Manager (m/f/d) to strengthen our marketing team in Düren.

In this role, you will be responsible for planning, executing, and optimizing digital campaigns with the goal of achieving measurable results and strategically increasing our online reach. You work data-driven, think strategically, and have a keen sense for impactful communication. An engaged team will support you in driving our marketing goals forward together. This position is key to the continued growth of FELLOWPRO AG and plays a significant role in strengthening our digital presence.

INDUSTRY

Software Development

EMPLOYMENT TYPE

Full-time

KEY RESPONSIBILITIES

- ✓ **Campaign Management:** Conceptualization, execution, and optimization of performance marketing campaigns across channels such as Google Ads, LinkedIn, and other relevant platforms.
- ✓ **Data Analysis:** Evaluation of campaign results using web analytics tools (e.g., Google Analytics), derivation of specific action recommendations, and reporting of KPIs.
- ✓ **SEO/SEA Optimization:** Strategic development of search engine advertising and search engine optimization to increase visibility and reach.
- ✓ **Content Creation:** Development and coordination of engaging creatives and ad formats in collaboration with the team – using Adobe Creative Cloud.
- ✓ **Targeting & Funnel Optimization:** Development and implementation of effective audience segmentation as well as optimization of the customer journey throughout the funnel.
- ✓ **Teamwork:** Close collaboration with internal teams from design, sales, and development – supported by a dedicated marketing team.
- ✓ **Competitive and Trend Analysis:** Monitoring market trends and competitors to further develop our digital marketing strategy.

QUALIFICATIONS

- ➔ **Language Skills:** Excellent German and English skills, both written and spoken, for effective communication with internal and external partners.
- ➔ **Technical Expertise:** Solid experience working with advertising platforms such as Google Ads and LinkedIn Campaign Manager, as well as web analytics tools (e.g., Google Analytics, Matomo).
- ➔ **Creative Skills:** Confident use of Adobe Creative Cloud (e.g., Photoshop, Illustrator, Premiere Pro) for designing visual marketing materials.
- ➔ **Analytical Thinking:** Strong ability to interpret data and derive targeted optimization measures.
- ➔ **Self-Organization:** Structured and self-reliant work style with a high level of reliability and quality awareness.
- ➔ **Teamwork:** Enjoyment of working in interdisciplinary teams and willingness to contribute ideas proactively.

SEND US YOUR CV



info@fellowpro.com



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