



HACKING FOR GROWTH

MARKETING TECHNOLOGY CONSULTANT (F/M)

AT A GLANCE

What: Marketing Technology Consultant (f/m)

Who seeks: Onemedia Consulting GmbH

Where to work: Munich

How to work: Fulltime

When to start: ASAP

WHAT WE DO

Onemedia Consulting is a young start-up company located in the East of Munich that is focused on Marketing Technology Consulting, enabling our customers in the area of **Marketing Strategy, Marketing-Operations and Marketing-Analytics & Optimization**.

As a **certified Marketo partner**, – a leading CRM Lead Management solution – we are specialized in supporting our clients in the implementation process of marketing automation systems and lead management solutions.

In meeting our clients' individual requirements, we offer them a flexible model of collaboration, either as an **integral part** of their team, as a **specialist for a certain time** or **selective as required**. Our clients come from different industries: Healthcare, Automotive, Manufacturing, etc. We don't believe in the traditional agency model but rather hand on our knowledge to our customers in a collaborative way. The past has shown the success of our model, accompanying well-known companies such as **Carl Zeiss, Festo** or **Arthrex** in their Lead Management process.

WHAT YOU'LL DO

A Marketing Technology Consultant is dedicated to the lead management success of our customers, supporting them in a multifaceted way. Starting from jointly developing business processes and successfully and subsequently model and implement them in Marketo (Marketing Automation). You assist our clients by understanding the technical implications of Marketo, on the one hand, and by 'translating' them for every affected party (Marketing, Sales, IT) on the other hand. Furthermore, a Marketing Technology Consultant supports our customers operationally and also communicates with technical service providers to further develop our unique solutions.

REQUIRED SKILLS

- Ability to understand technology terminology (HTML, JavaScript, CSS, REST API etc.) in the communication with customers and technical service providers
- Ability to understand the technical relationships and dependencies and to explain them on an easy level to non-technicians
- Procedural understanding and ability to plan, lead and execute (marketing) campaigns
- Willingness to learn and to work independently
- Data-driven thinker
- Being proactive and consultant in the communication with clients
- Ability to communicate with senior marketing leaders and C-level executives
- Good written and verbal communication skills (German & English)

ADDITIONAL SKILLS

- Experience with Lead Management and Lead Management systems
- Experience with Marketing Automation (Marketo, Pardot, Salesforce Marketing Cloud, Adobe Campaign, Eloqua, etc.) in particular
- Understanding of the digital marketing and advertising technology ecosystem

WHAT WE OFFER

- Nice office with good connection to all locations in Munich
- High responsibility from day one and challenging tasks with an extremely steep learning curve
- Young, driven team with flat hierarchies
- Flexible working environment
- Chance to have a big impact on a young company's development

If you are interested, please send the application to careers@onemedia-consulting.com