

B2B SaaS Marketing Manager

Praxedo GmbH (German branch of the French Praxedo SARL) is looking for a B2B Marketing Manager for the DACH region. Praxedo has aggressive growth goals, and marketing (lead generation, content creation...) is a strategic pillar for achieving its ambitious goals. Praxedo is a leading provider of field service management solutions and has been offering SaaS solutions since 2005.

Your tasks

- Content Marketing and SEO
 - White Papers / Guides / E-Books: Initiate and produce ranges of content with high value added for the DACH market (white papers, thought leader opinion, guides, E-books, etc.). Recruit and direct the appropriate service providers for each new content (journalists, experts, etc.).
 - Website: Take care of the Praxedo website content and monitor SEO performance
 - Blog: Create new content for the Praxedo blog and posts on various social networks and drive a team of external copywriters.
- Brand Marketing / Digital Marketing
 - Set up and drive campaigns of content promotion on LinkedIn (LinkedIn Ads) to generate qualified leads, creating lead nurturing workflows and scoring processes in Hubspot, our marketing automation tool.
 - Organize and realize the collection of customer testimonials (written or videos) by business industry.
 - Create communication materials for the DACH sales team (brochures, PPT presentations, etc.) including search for service providers (design, layout, printing).
 - Continuous updates of the News section of the DACH website.
 - Develop Press Relations in the DACH region.
- Event Management
 - Organize the presence of Praxedo on professional events (trade shows, congress, golf tournament, etc.) by providing adequate promotional material (hop-up, banners, etc.)
 - Organize Praxedo's customer events: Praxedo Day, Customers Breakfasts...
- Professional Associations and Partnerships
 - Identify and develop partnerships with relevant professional associations linked to our target markets (Telecommunications, Utilities, Energy, HVAC, Facility Management...)

Your profile

- Bachelor/Master in Marketing / Communication
- 4-5 years of marketing experience in B2B (ideally for a SaaS company) with a real taste for content marketing production and promotion
- Business-oriented vision
- Language: German (mother tongue), English (Fluent)
- Excellent written and oral communication skills, meticulous, versatile, operational, autonomous, proactive, sense of responsibility, open-minded, team-spirited.
- Travel-Requirements: Occasional trips in France (3 or 4 times a year) + Ramp-up in Munich and in Group Headquarters in Paris

What we offer

- An interesting and challenging role where you can make a difference:
 - A single market-oriented solution, so you can operate on a meaningful content level
 - Multiple verticals which differ in requirements and business challenges, keep it interesting
 - A position with wide variety of responsibilities to create the foundation for our growth
- Start-up culture and agility of the German branch in combination with the advantages and security of an established medium-sized SaaS company
- Sophisticated marketing technology in place: Hubspot / Salesforce / LinkedIn / D&B
- Young and dynamic team with a healthy and sales-oriented corporate culture
- Office in the center of Munich
- Team building events / after-work activities
- Personal development as part of Praxedo's ambitious growth goals