



Are you looking for more creative freedom, more personal fulfillment and even more team spirit? **Then SNP is the right place for you!**

The **SNP Group** isn't just another SAP software and consulting firm. Our unrivaled platform streamlines transformation processes in ways that others can only dream of. As pioneers in data transformation, we revolutionize the way companies future-proof their system landscapes with our software platform SNP Kyano and the BLUEFIELD™ approach.

No matter your role, **Starting at SNP** offers you the opportunity to work with the best minds in the industry and develop unparalleled solutions trusted by some of the world's largest companies. Leveraging our expertise to empower our customers to achieve their goals is what drives us as a team at SNP.

Help us shape the digital future of organizations across the world by applying now as a

Campaign Expert CEU (f/m/d)

You can work remotely or at our location(s) in Heidelberg, Hamburg, Berlin, Thale, Magdeburg or Munich

Your Mission: Join our team!

- Develop regional marketing strategies aligned with overall business objectives mainly focused on strategic markets
- Conduct market research and analysis to identify opportunities and challenges within each region
- Lead the end-to-end execution of regional marketing campaigns across various channels (incl. e.g. webinars, onsite events) adhering to corporate guidelines and in alignment with Corporate Marketing
- Collaborate with cross-functional teams to define campaign objectives, target audience segments, messaging, and KPIs

What we are looking for: Your profile

- You have previous experience in Campaign management with an IT background, ideally within the SAP eco system
- You have proven experience in developing marketing strategies for the Europe, ideally for the French market
- Proficiency in using marketing automation software (HubSpot), Salesforce, collaboration platforms (e.g. ASANA, Welcome/Optimizely), Microsoft Office and social media platforms
- You bring creative conceptual ideas to projects and are able to derive decisions based on data

- Contribute to written content & copy for multiple marketing asset types
- Contribute to the management of event webpages and personalization of marketing emails (e.g. drip campaigns and list segmentations)
- Work closely with international internal stakeholders such as Sales and Corporate Marketing as well as external service providers to develop fine-tuned messaging and create compelling success stories
- Monitor campaign performance, track key metrics, and analyze data to optimize tactics, maximize ROI and implement lessons learned in the future
- Prepare regular reports and presentations to communicate campaign performance and suggest recommendations to key stakeholders
- You have a structured and hands-on way of working
- You are able to work independently and as part of a virtual team
- You are fluent in English and German
- Willingness to travel

Be More @SNP: Discover your full potential

New prospects: At SNP, you will work in an international, diverse environment where you feel truly valued. You will not only shape our growth and success, but also that of our customers.

Strong alone, unbeatable together: Together, we will rise to every challenge, no matter how demanding. Together, we are unstoppable.

Personal growth: As a dedicated team member, you can quickly take on more responsibility. We will support you with tailored development measures.

Flexible work: We define your preferred working hours and place of work together with you.

More than just a salary: We offer a range of additional benefits: Supplementary company health insurance, company pension scheme, capital-forming payments, sabbatical, job bike, Deutschlandticket and other mobility solutions, childcare subsidy for non-school-age children, gym subsidy, employee shopping discounts and much more.

[Apply Now](#)

Contact

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DATA. TRANSFORMATION. EXPERIENCE.